

The Results of the 2005 Vendor Survey



Administered by the
Louisiana Department of Wildlife and Fisheries
Office of Management and Finance
Licensing Section

Analyzed by the
Louisiana Department of Wildlife and Fisheries
Office of Management and Finance
Socioeconomic Research and Development Section

September, 2005

Table of Contents

	<u>Page</u>
Table of Contents	i
List of Tables	ii
List of Figures	iii
List of Boxes	iv
Acknowledgements	iv
Cost Statement	iv
 Results of the 2005 Vendor Survey	 1
Overall opinion of the Electronic Licensing System	10
Problems Encountered with the Electronic Licensing System	15
Relating Specific Problems to Overall Opinion of the Electronic Licensing System	 22
Rating the Call-In Support Service	24
Rating the Louisiana Department of Wildlife and Fisheries’ Call-In Support Service	 35
“Like Most” Features: What Did Respondents Like the Most about the Electronic Licensing System?	 38
Comments regarding the quality of service	40
Comments regarding information systems	46
Comments regarding licenses	50
General Comments	51
“Like Most” Features: What Did Respondents Like the Least about the Electronic Licensing System?	 56
Comments regarding the quality of service	57
Comments regarding equipment	64
Comments regarding technical problems	68
Comments regarding information systems	73
Comments regarding licenses	73
General comments	75
Comparing Responses to the “Most Like” and “Least Like” Questions	78
Recommended Changes to the Electronic Licensing System	81
Comments regarding the quality of service	82
Comments regarding equipment	87
Comments regarding technical matters	92
Comments regarding information systems	95
Comments regarding licenses	98
General comments	99
Conclusion	102

Table of Contents (Continued)

	<u>Page</u>
Appendix 1. “Late Questionnaire” Responses	105
A Brief Synopsis of “Late Questionnaire” Responses	107
Overall Opinion of the Electronic Licensing System: Late Questionnaires	107
Problems Encountered with the Electronic License System:	
Late Questionnaires	108
Rating the Independent Contractor’s Call-In Support Service	109
Rating the Louisiana Department of Wildlife and Fisheries Call-In	
Support Service	109
Open-Ended Questions: Late Questionnaires	
“Like Most” Question: What Did the “Late Questionnaire”	
Respondents Like the Most?	110
“Like Least” Question: What Did the “Late Questionnaire”	
Respondents Like the Least?	110
Recommended Changes: What Changes Would the “Late	
Questionnaire” Respondents Make?	111
Appendix 2. License Vendor Survey Questionnaire: May, 2005	113
Appendix 3. License Vendor Survey Questionnaire: January, 2004	117

List of Tables

<u>Table</u>		<u>Page</u>
Table 1	Postal Processing Centers in Louisiana	4
Table 2	Definition of Vendor Sales Groups with Number of Vendors and License Transactions	5
Table 3	Number of Vendors and Respondents from Postal Processing Centers	8
Table 4	Definition of Vendor Sales Groups with Number of Vendors and Respondents	10
Table 5	Number of Respondents Indicating the Existence of Both of Two Identified Problems Simultaneously	19
Table 6	Number of Respondents Citing Specific Problems by Postal Processing Center	21
Table 7	Number of Respondents Citing Specific Problems by Vendor Sales Group	21
Table 8	Overall Opinion of the Electronic Licensing System among Those Encountering Specific Program-Related Problems	22
Table 9	Respondents Providing Written Answers to “Like Most” and “Like Least” Open-Ended Questions	79
Table 10	A Comparison of “Like Most” and “Like Least” Comments in Topical Categories	80
Table A-1	Postal Processing Center of Late Questionnaires	107
Table A-2	Overall Opinions of the Current Electronic Licensing System among Late Questionnaires	108
Table A-3	Frequency of Licensing System Problems on Late Questionnaires	108
Table A-4	Number of Problems Encountered on Late Questionnaires	109
Table A-5	Ratings of the Independent Contractor’s Call-In Service for Understandable, Accurate, and Timely Responses and Overall Quality on Late Questionnaires	109
Table A-6	Ratings of the Louisiana Department of Wildlife and Fisheries’ Call-In Service on Late Questionnaires	110

List of Figures

<u>Figure</u>		<u>Page</u>
Figure 1	Date that Surveys Were Returned	7
Figure 2	Postal Processing Center of Received Surveys	8
Figure 3	Vendor Sales Groups of Returned Surveys	9
Figure 4	Overall Opinion of the Electronic License System	11
Figure 5	Overall Opinion by Louisiana Postal Processing Center	12
Figure 6	Overall Opinion by Vendor Sales Group	13
Figure 7	Overall Opinion of Electronic License System: 2003, 2004, 2005	15
Figure 8	Frequency of Licensing System Problems	17
Figure 9	Number of Problems Cited by Individual Respondents	18
Figure 10	Rating the Independent Contractor's Call-In Support Service: Understandable Solutions	25
Figure 11	Rating the Independent Contractor's Call-In Support Service: Accurate Solutions	26
Figure 12	Rating the Independent Contractor's Call-In Support Service: Timely Solutions	26
Figure 13	Rating the Independent Contractor's Call-In Support Service: Overall Quality	27
Figure 14	Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Understandable Solutions	28
Figure 15	Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Accurate Solutions	28
Figure 16	Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Timely Solutions	29
Figure 17	Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Overall Quality	29
Figure 18	Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Understandable Solutions	30
Figure 19	Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Accurate Solutions	31
Figure 20	Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Timely Solutions	32
Figure 21	Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Overall Quality	33
Figure 22	A Comparison of the Performance of the Call-In Support Service: 2004 and 2005	34
Figure 23	Rating of the L.D.W.F. Call-In Support Service	36
Figure 24	Rating of the L.D.W.F. Call-In Support Service by Postal Processing Center	37
Figure 25	Rating of the L.D.W.F. Call-In Support Service by Vendor Sales Group	37
Figure 26	Number of License Vendors: 2000 – 2005	103

List of Boxes

<u>Box</u>		<u>Page</u>
Box 1	The Mission of the Louisiana Department of Wildlife and Fisheries .	1
Box 2.	Questionnaire Item: Overall Opinion of the Licensing system	10
Box 3	Questionnaire Item: Problems Encountered with the Electronic Licensing System	16
Box 4	Questionnaire Item: Rating the Independent Contractor's Call-In Support Service	24
Box 5	Questionnaire Item: Rating the Louisiana Department of Wildlife and Fisheries' Call-In Support Service	35
Box 6	Questionnaire Item: "Like Most" Features	38
Box 7	Topical Categories for Responses to Question, "What do you like THE MOST about the current electronic license system?".	39
Box 8	Question: "What Do You Like the Most ...?" Subject: Convenience	40
Box 9	Question: "What Do You Like the Most ...?" Subject: Speed	43
Box 10	Question: "What Do You Like the Most ...?" Subject: Reduced Paperwork	44
Box 11	Question: "What Do You Like the Most ...?" Subject: Computerization	45
Box 12	Question: "What Do You Like the Most ...?" Subject: Printer	45
Box 13	Question: "What Do You Like the Most ...?" Subject: Summaries and Reports	47
Box 14	Question: "What Do You Like the Most ...?" Subject: Information abut Customers	47
Box 15	Question: "What Do You Like the Most ...?" Subject: Information about Regulations	49
Box 16	Question: "What Do You Like the Most ...?" Subject: Availability of Licenses	50
Box 17	Question: "What Do You Like the Most ...?" Subject: Duplicate Licenses	51
Box 18	Question: "What Do You Like the Most ...?" Subject: Vendor License Acquisition	51
Box 19	Question: "What Do You Like the Most ...?" Subject: General Compliments	52
Box 20	Question: "What Do You Like the Most ...?" Subject: Miscellaneous	52
Box 21	Question: "What Do You Like the Most ...?" Subject: Compliments with Reservations	53
Box 22	Question: "What Do You Like the Most ...?" Subject: Derogatory Comments	54
Box 23	Questionnaire Item: "Like Least" Features	56

List of Boxes (Continued)

<u>Box</u>		<u>Page</u>
Box 24	Topical Categories for Responses to Question, “What do you like THE LEAST about the current electronic license system?”. 57	57
Box 25	Question: “What Do You Like the Least ...?” Subject: Speed 58	58
Box 26	Question: “What Do You Like the Least ...?” Subject: Support Services 62	62
Box 27	Question: “What Do You Like the Least ...?” Subject: Costs and Compensation 63	63
Box 28	Question: “What Do You Like the Least ...?” Subject: Size of Equipment 65	65
Box 29	Question: “What Do You Like the Least ...?” Subject: Lack of a Driver’s License Scanner 66	66
Box 30	Question: “What Do You Like the Least ...?” Subject: Printer 67	67
Box 31	Question: “What Do You Like the Least ...?” Subject: Machine 67	67
Box 32	Question: “What Do You Like the Least ...?” Subject: Internet Connection 68	68
Box 33	Question: “What Do You Like the Least ...?” Subject: Computer Crashing 71	71
Box 34	Question: “What Do You Like the Least ...?” Subject: Data Entry 72	72
Box 35	Question: “What Do You Like the Least ...?” Subject: Assorted Program Problems 73	73
Box 36	Question: “What Do You Like the Least ...?” Subject: Summaries and Reports 73	73
Box 37	Question: “What Do You Like the Least ...?” Subject: Special License Categories 74	74
Box 38	Question: “What Do You Like the Least ...?” Subject: License Regulations 74	74
Box 39	Question: “What Do You Like the Least ...?” Subject: Lifetime Licenses 75	75
Box 40	Question: “What Do You Like the Least ...?” Subject: General Disfavor 76	76
Box 41	Question: “What Do You Like the Least ...?” Subject: Miscellaneous 76	76
Box 42	Question: “What Do You Like the Least ...?” Subject: General Compliments 76	76
Box 43	Question: “What Do You Like the Least ...?” Subject: Requests 78	78
Box 44	Questionnaire Item: Recommended Changes 81	81
Box 45	Topical Categories for Responses to Question, “What changes would you make to the electronic license system?” 82	82

List of Boxes (Continued)

<u>Box</u>		<u>Page</u>
Box 46	Question: "What Changes Would You Make ...?" Subject: Speed	83
Box 47	Question: "What Changes Would You Make ...?" Subject: Simplification	85
Box 48	Question: "What Changes Would You Make ...?" Subject: Support Services	85
Box 49	Question: "What Changes Would You Make ...?" Subject: Costs and Compensation	86
Box 50	Question: "What Changes Would You Make ...?" Subject: Size of the Equipment	88
Box 51	Question: "What Changes Would You Make ...?" Subject: License Scanner	89
Box 52	Question: "What Changes Would You Make ...?" Subject: Old System	91
Box 53	Question: "What Changes Would You Make ...?" Subject: Printer	92
Box 54	Question: "What Changes Would You Make ...?" Subject: Internet Connection	93
Box 55	Question: "What Changes Would You Make ...?" Subject: Computerization	94
Box 56	Question: "What Changes Would You Make ...?" Subject: Void System	95
Box 57	Question: "What Changes Would You Make ...?" Subject: Training	95
Box 58	Question: "What Changes Would You Make ...?" Subject: Summaries and Reports	96
Box 59	Question: "What Changes Would You Make ...?" Subject: Information about Customers	96
Box 60	Question: "What Changes Would You Make ...?" Subject: Information about Regulations	97
Box 61	Question: "What Changes Would You Make ...?" Subject: Public Information	97
Box 62	Question: "What Changes Would You Make ...?" Subject: Hunter Education and H.I.P.	97
Box 63	Question: "What Changes Would You Make ...?" Subject: Special License Categories	98
Box 64	Question: "What Changes Would You Make ...?" Subject: License Terms	99
Box 65	Question: "What Changes Would You Make ...?" Subject: Compliments	99
Box 66	Question: "What Changes Would You Make ...?" Subject: Derogatory Comments	101

List of Boxes (Continued)

<u>Box</u>		<u>Page</u>
Box 67	Question: "What Changes Would You Make ...?" Subject: Miscellaneous	102
Box A-1	Question: "What Do You Like the Most...?" Responses from Late Questionnaires	110
Box A-2	Question: "What Do You Like the Least...?" Responses from Late Questionnaires	110
Box A-3	Question: "What Changes Would You Make...?" Responses from Late Questionnaires	111

Acknowledgements

This report was completed through the contributions of Mr. Herb Holloway, Dr. Jack C. Isaacs, Ms. Janis Landry, Ms. Janice Lansing, Mr. David Lavergne, Ms. Jo Ann Newchurch, and Ms. Daphne Thomas. A word of appreciation is due to the student worker, Mr. Michael Logsdon, who transcribed the survey results. Finally, great thanks are owed to the hundreds of vendors who participated in this survey and whose regular service to hunters and anglers act as a vital link between the Department of Wildlife and Fisheries and its public.

Cost Statement

Fifty (50) copies of this report were printed at a cost of \$295.54. This document was compiled, prepared, and printed by the Louisiana Department of Wildlife and Fisheries, Office of Management and Finance, 2000 Quail Drive, Baton Rouge, Louisiana 70808.

The Louisiana Department of Wildlife and Fisheries follows a non-discriminatory policy in programs and employment.

Executive Summary:

The Results of the 2005 Vendor Survey

Questionnaire: Louisiana Department of Wildlife and Fisheries License Vendor Survey

- One sheet
- Seven questions

Purpose: To assess license vendors' opinion of the present electronic licensing system

- The system is operated by a private contractor
- Current contractor started operation in September, 2003

Participants: Active license vendors who issued at least one license between June 1, 2004 and March 14, 2005

Administered: Mail survey with return postage provided, mailed May, 2005
(Except 86 Wal-Mart stores that participated electronically)

<u>Questionnaires Sent:</u> 693	<u>Questionnaires Completed:</u> 433	<u>Response Rate:</u> 62.5 %
------------------------------------	---	---------------------------------

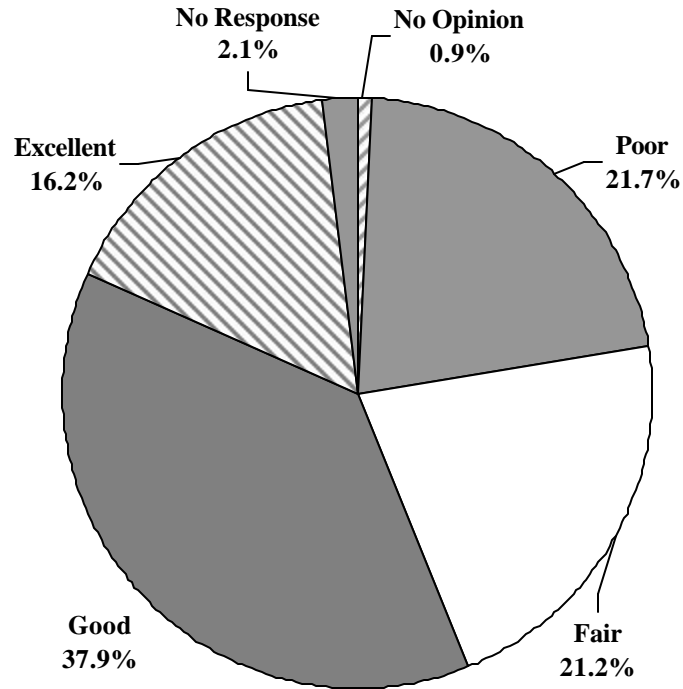
Part of an On-Going Effort to Assess Private Vendors' Opinions of Electronic Licensing System:

Similar surveys were administered in		
Date:	January, 2003	January, 2004
System operated by:	Previous contractor	Current contractor

OVERALL OPINION

Question 1. What is your OVERALL opinion of the present electronic license system?

Overall Opinion of the Electronic License System



NOTE: Compared to 2004, the overall opinion of the electronic licensing system *has improved*

BUT the overall opinion in 2005 is not as favorable as it was in 2003.

LIKE MOST and LIKE LEAST: Open-Ended Questions

Question 2. What do you like THE MOST about the present electronic licensing system?

- 369 respondents provided written comments
- 332 favorable comments
 - plus 58 negative comments
- 15 topical categories

Question 3. What do you like THE LEAST about the present electronic licensing system?

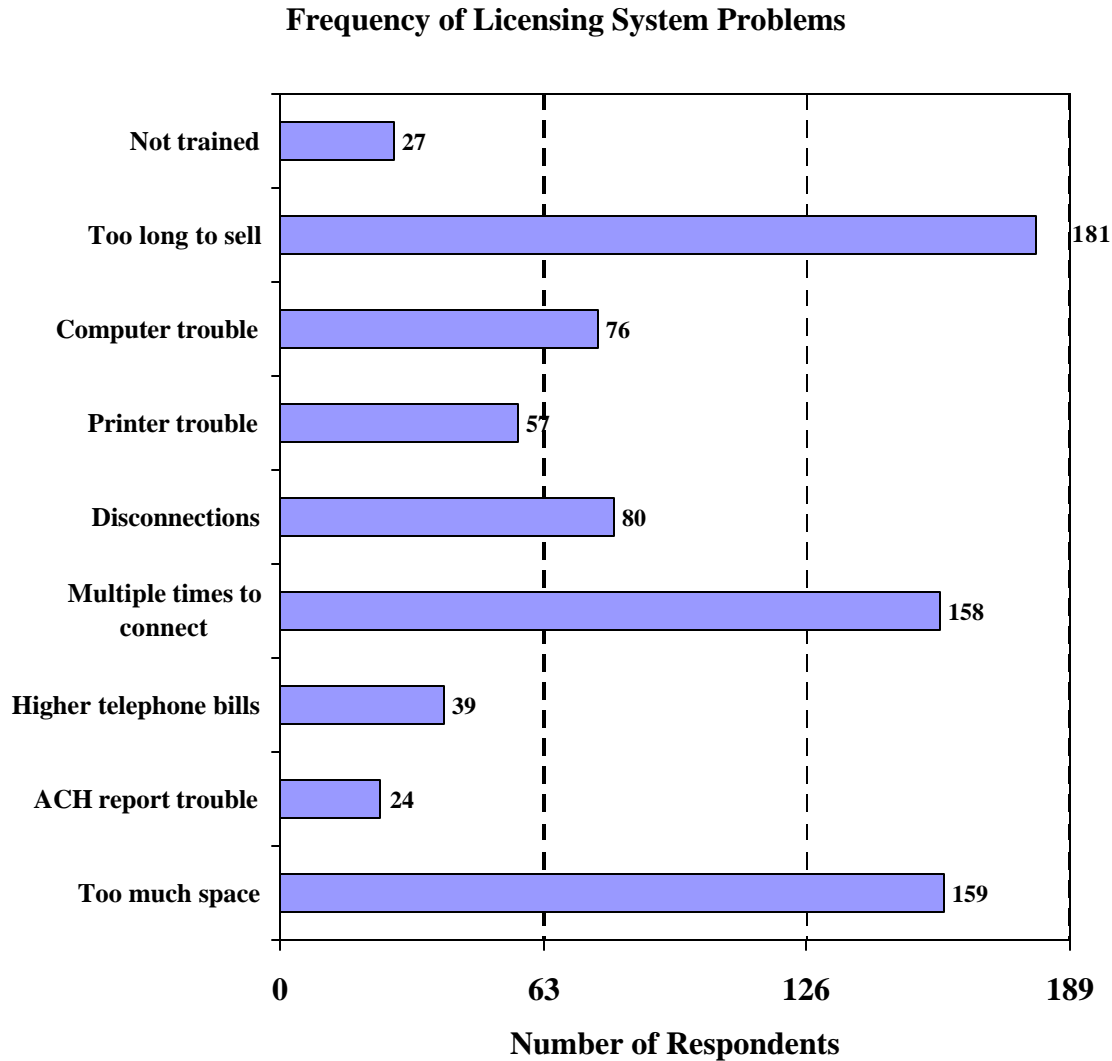
- 388 respondents provided written comments
- 428 unfavorable comments
 - plus 34 positive comments
- 18 topical categories

Topical Categories for “Like Most” and “Like Least” Comments

“Like Most” Comments		“Like Least” Comments	
Topical Category	No.	Topical Category	No.
Convenience	67	Support Services	19
Speed	52	Speed	121
Reduced Paperwork	39	Lack of Driver’s License Scanner	32
Computerization	14	Costs and Compensation	28
Printer	3	Printer	23
Summaries and Reports	24	Summaries and Reports	6
Information about Customers	53	Size of Equipment	26
Information about Regulations	8	Machine	5
License Availability	22	Internet Connection	85
Duplicate Licenses	10	Computer Crashing	22
License Material Availability	5	Data Entry	11
General Compliments	9	Assorted Programming Problems	9
Miscellaneous	5	Special License Categories	17
Compliments with Reservations	21	License Regulations	2
		Lifetime Licenses	2
		Miscellaneous	7
		General Disfavor	13
Favorable Comments in Response to “Like Most” Question	332	Negative Comments in Response to “Like Least” Question	428
Negative comments	58	Positive Comments	34

LICENSING SYSTEM PROBLEMS

Question 4. Please check if you are currently experiencing any of the following circumstances:



The average number of problems per respondent: 1.38

128 respondents (29.6 percent) reported zero (0) problems.

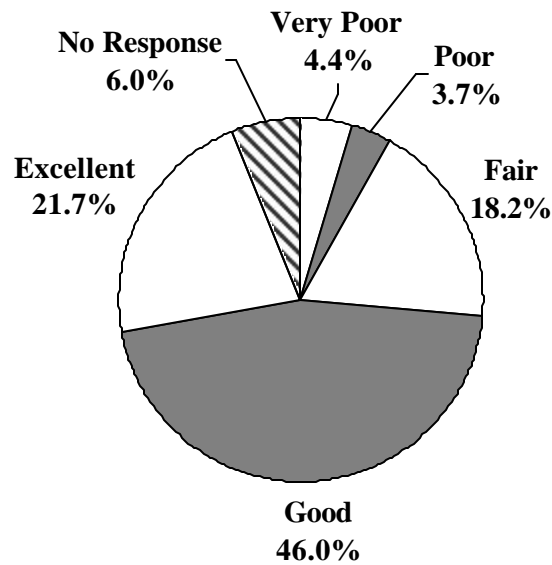
NOTE: Vendors who experienced one or more of the above stated problems had a less favorable overall opinion of the electronic licensing system compared to those who experienced none.

INDEPENDENT CONTRACTOR'S CALL-IN SUPORT SERVICE

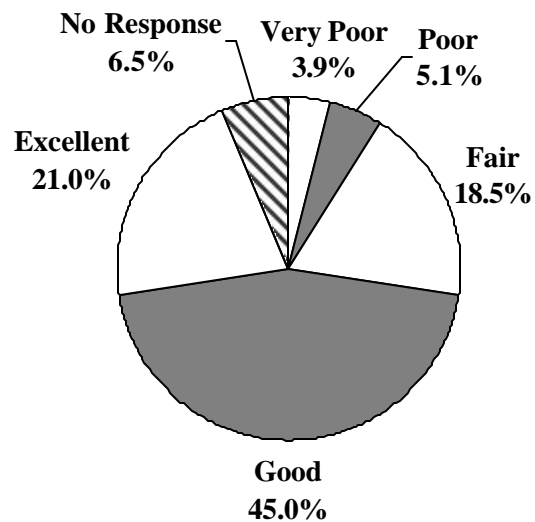
Question 5. Please rate the ability of the 1-800-844-9230 call-in support for the following:

- Understandable Solutions
- Accurate Solutions
- Timely Solutions
- Overall Quality

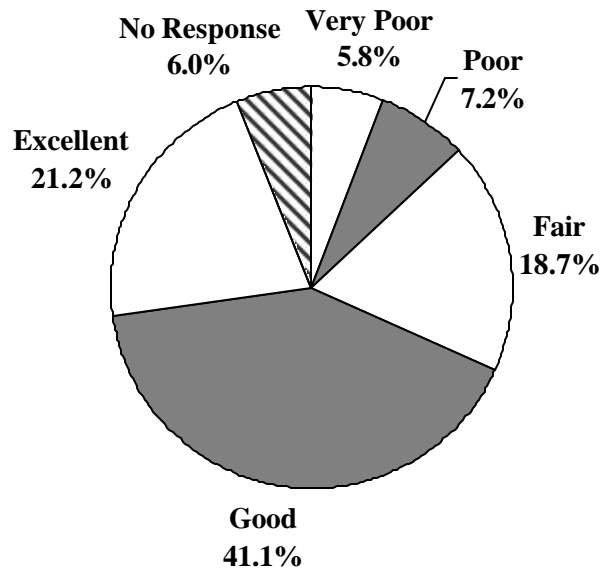
Understandable Solutions



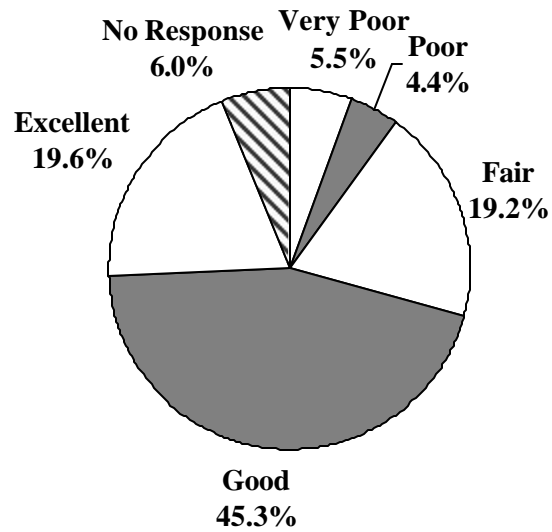
Accurate Solutions



Timely Solutions



Overall Quality

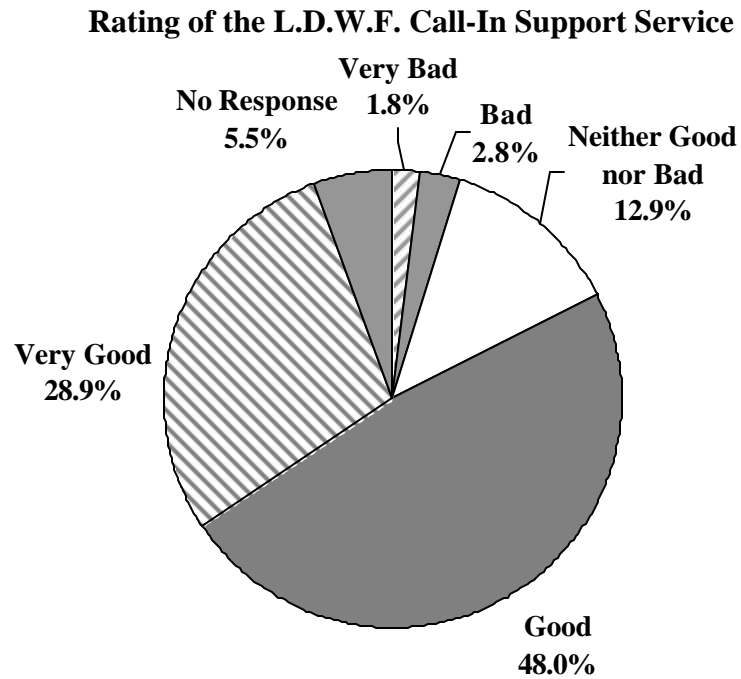


NOTE:

The assessment of the independent contractor's call-in support in 2005 appears to be more favorable than the vendors' assessment in 2004.

***LOUISIANA DEPARTMENT OF WILDLIFE AND
FISHERIES CALL-IN SUPORT SERVICE***

Question 6. Please rate the performance of the Louisiana Department of Wildlife and Fisheries call-in support at (225) 765-2887:



RECOMMENDED CHANGES TO THE ELECTRONIC LICENSE SYSTEM

Question 7. What changes would you make to the present electronic license system?

- 344 respondents provided written comments
- 22 topical categories

Topical Categories of Recommended Changes

<u>Quality of Service</u>		
Speed		58 comments
<i>Requests for faster service</i>		
Simplification		8 comments
<i>Requests for less paperwork and fewer steps in the license issuing process</i>		
Support Services		16 comments
<i>Requests for a toll-free twenty-four telephone support service with more knowledgeable staff</i>		
Costs and Compensation		22 comments
<i>Requests for higher commissions, improved internet connections, and a faster system that is less costly to operate</i>		
<u>Equipment</u>		
Size of the Equipment		39 comments
<i>Requests for a smaller computers</i>		
License Scanner		51 comments
<i>Requests for a system that is capable of scanning and reading drivers' licenses</i>		
The Old System		28 comments
<i>Requests for a return to the previous electronic licensing system that featured a modem capable of scanning and reading driver's licenses. (Probably similar to "License Scanner" category)</i>		
Printing		10 comments
<i>Requests for a better printer and better printing stock</i>		
<u>Technical Matters</u>		
Internet Connection		52 comments
<i>Requests for faster, more stable internet connections</i>		
Computerization		10 comments
<i>Requests for changes in computer system, including DSL connections, touch screens, and machines resembling banks' automatic teller machines</i>		
Void System		4 comments
<i>Requests for a simpler method to void license transactions</i>		
Training		2 comments
<i>Requests for more training on electronic licensing system</i>		

Topical Categories of Recommended Changes (Continued)

<u>Information Processing</u>	
Summaries and Reports <i>Requests for improved capacity to attain information and print reports</i>	9 comments
Information about Customers <i>Requests for enhanced efficiency in the use and entry of data about license holders, especially a reduction in the amount of customer data that must be entered into the system</i>	6 comments
Information about Regulations <i>Requests for more information about licensing requirements and regulations</i>	6 comments
Hunter Education and H.I.P. <i>Requests for access to hunter education information through the electronic licensing system and one requests to remove H.I.P. certification requirements</i>	4 comments
<u>License</u>	
Special License Categories <i>Requests for changes in the process of issuing licenses to non-residents, senior citizens, and military personnel</i>	7 comments
License Terms <i>Requests to make licenses valid for one year from the acquisition date</i>	5 comments
<u>General Comments</u>	
Compliments <i>Comments complimenting the system or offering no recommendations for improvement</i>	65 comments
Derogatory Comments <i>Comments denigrating the system but offering no recommendations for improvement</i>	12 comments
Miscellaneous <i>Comments on a variety of topics</i>	5 comments

GEOGRAPHIC DIFFERENCES IN THE PATTERNS OF RESPONSES

Postmarks on returned envelopes identified the questionnaires' origins according to –

Five postal processing centers in Louisiana:

Shreveport	Alexandria
Lafayette	Baton Rouge
New Orleans	

[Out-of-state responses and those with no legible postmarks were excluded.]

Evidence of Geographic Differences:

OVERALL OPINION OF THE ELECTRONIC LICENSING SYSTEM -

- The Lafayette region had significantly *more favorable* responses than the Shreveport region

THE INDEPENDENT CONTRACTOR'S CALL-IN SUPPORT SERVICE –

UNDERSTANDABLE SOLUTIONS

- The Lafayette region had significantly *larger number of fair* responses than the Shreveport region for the call-in service's ability to deliver understandable solutions

OVERALL QUALITY OF CALL-IN SUPPORT SERVICE

- The Lafayette region had significantly *more favorable* responses than the New Orleans region for the overall quality of the call-in support service

THE LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES' CALL-IN SUPPORT SERVICE –

- The Shreveport region and the Lafayette region had significantly *more favorable* responses than the New Orleans region
- The Baton Rouge region had significantly *larger number of fair* responses than the Shreveport region for the overall quality of the Department's call-in support service

DIFFERENCES IN THE PATTERNS OF RESPONSES BASED ON VENDOR SIZE

Devised four “vendor sales groups” based up on the number of licensing transactions handled between June 1, 2004 and Marsh 14, 2005

Vendor Sales Groups

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>
	Small	Small-Medium	Medium-Large	Large
Number of transactions	1 - 147	148 - 372	373 – 1,014	1,018 – 12,976

Compared to smaller vendors in Groups 1, 2, and 3,
Large Vendors (Group 4) were consistently MORE FAVORABLE in
their assessments regarding the:

- OVERALL QUALITY OF THE ELECTRONIC LICENSING SYSTEM
- INDEPENDENT CONTRACTOR’S CALL-IN SUPPORT SERVICE:
 - Ability to deliver understandable solutions
 - Ability to deliver accurate solutions
 - Ability to deliver timely solutions
 - The Overall Quality of the call-in service

There were no significant differences among vendor sales groups in the assessment of the Louisiana Department of Wildlife and Fisheries’ call-in support service.

Statewide License Vendors Trends

PRIVATE LICENSE VENDORS HANDLE THE MAJORITY OF WILDLIFE AND FISHERIES LICENSES ISSUED...

In license year, 2005 (June 1, 2004 – May 31, 2005), **private license vendors** :

- Handled *94.1 percent* of all license privileges
 - Down slightly from 97.5 percent in license year 2001
- Generated *89.3 percent* of the Department's license revenue
 - Down from 94.3 percent in license year 2001

The percentage of license privileges attributed to **telephone transactions** has remained relatively stable between 2001 and 2005.

Since 2002, when license privileges first became available through the internet, **internet sales** have risen from 0.6 percent of all privileges to 3.2 percent in license year 2005.

...BUT RECENTLY THERE HAS BEEN A DECLINE IN THE NUMBERS AND ACTIVITIES OF PRIVATE LICENSE VENDORS

In the last two years, the number of private license vendors fell:

- License Year 2003: 1,110 vendors
- License Year 2005: 758 vendors

Over the same period, the number of license transactions fell from:

- License Year 2003: 918 thousand transactions
- License Year 2005: 859 thousand transactions

Over the same period, the Department revenue from private license sales fell from:

- License Year 2003: \$16.4 million
- License Year 2005: \$15.5 million

***EVIDENCE SUGGESTS THAT THE DECLINE IS
CONCENTRATED AMONG THOSE WHO HANDLE A
RELATIVELY SMALL NUMBER OF TRANSACTIONS.***

As the number of vendors fell,

the average number of transactions per vendor has increased –

suggesting that those who handled a large number of transactions remained
while those who handled a relatively small number of transactions dropped out.

LICENSE VENDOR SIZE CATEGORIES

<u>Title</u>	<u>Description</u>	<u>Number of Transactions in Year</u>
Tier 1	Small Vendors	109 transactions or fewer
Tier 2	Small-Medium Vendors	110 – 307 transactions
Tier 3	Medium-Large Vendors	308 – 708 transactions
Tier 4	Large Vendors	709 transactions or more

CHANGES IN LICENSE VENDOR ACTIVITY, BY TIER

BETWEEN LICENSE YEAR 2003 and 2005

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>
Number of Vendors	Down by 118	Down by 96	Down by 117	Down by 13
Number of Transactions	Down by 6,400 (44.4%)	Down by 17,750 (32.2%)	Down by 57,369 (43.0%)	Up by 21,803 (3.0%)
Department Revenue	Down by \$230 thousand	Down by \$340 thousand	Down by \$1 million	Up by \$500 thousand

AVERAGE VENDOR COMMISSION PER VENDOR, BY TIER, 2005

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>
Average Annual Commission	\$47.90	\$184.50	\$400.90	\$2,624.10
Average Monthly Commission	\$ 3.99	\$ 15.38	\$ 33.41	\$ 216.68

***THE DECLINE IN VENDOR NUMBERS HAS OCCURRED
IN ALL REGIONS OF THE STATE.***

This research counted the number of license providers in each city, town, or other community in Louisiana.

MANY COMMUNITIES HAVE RECENTLY EXPERIENCED A DECLINE IN THE NUMBER OF LICENSE PROVIDERS...

Between 2003 and 2005:

209 communities saw a decrease in the number of providers

25 communities saw an increase in the number of providers

91 communities saw no change in the number of providers.

THE NUMBER OF COMMUNITIES WITH AT LEAST ONE LICENSE PROVIDER HAS FALLEN BETWEEN 2003 AND 2005

2003: 322 Communities had at least one license provider

2005: 261 Communities had at least one license provider

*Sixty-four communities that had a provider in 2003 had NONE in 2005,
that means a TOTAL LOSS of license providers*

Three communities that had NONE in 2003 have at least ONE provider in 2005.

**COMMUNITIES WITH ONLY ONE OR TWO LICENSE PROVIDERS ARE
“VULNERABLE” TO A “TOTAL LOSS” IN THE FUTURE...**

In license year 2005,

Communities with only one vendor: 111

Communities with only two vendors: 50

The Results of the 2005 Vendor Survey

Administered by the
Louisiana Department of Wildlife and Fisheries
Office of Management and Finance
Licensing Section

Analyzed by the
Louisiana Department of Wildlife and Fisheries
Office of Management and Finance
Socioeconomic Research and Development Section

September, 2005

The Results of the 2005 Vendor Survey

The issuance of hunting and fishing licenses is an important component in the Louisiana Department of Wildlife and Fisheries' mission to manage the state's renewable fish and wildlife resources and provide safe and legal opportunities for their use and enjoyment (Box 1). For decades, the Department has relied upon partners in this endeavor, private businesses and local governments who, for a fee, distribute licenses under the Department's direction and approval. These "license vendors" are an important link between the public and the Department and help make licenses conveniently available to Louisiana's sportsmen.

In 1999, the license vending system was modernized with the adoption of an electronic licensing system to facilitate the collection of fees and the rapid and efficient issuance of licenses.

Box 1.

The Mission of the Louisiana Department of Wildlife and Fisheries

The mission of the Louisiana Department of Wildlife and Fisheries is to:

- Manage, conserve, and promote the wise utilization of Louisiana's renewable fish and wildlife resources and their supporting habitat through
 - replenishment,
 - protection,
 - enhancement,
 - research,
 - development, and
 - educationfor the benefit of current and future generations;
- Provide opportunities for knowledge of and use and enjoyment of these resources;
- Provide a safe environment for the users of these resources.

From 1999 to 2003, the electronic license system was operated by an independent contractor who installed a system that used countertop terminals with modems to provide the link between the vendors and the contractor. In September, 2003, the operation of the electronic licensing system was assumed by a new contractor who replaced the modem-based system with an internet-based system. This electronic license system operator also hired a new, independent subcontractor to operate the related “call-in” support service.

Three times in the past two and a half years the Department has conducted surveys of its license vendors to measure their perception of the license vending system. The first survey was conducted by the Department’s Undersecretary in January, 2003 when the telephone-based electronic system was in place. The second survey¹ was conducted in January, 2004, shortly after the installation of the current internet-based system in September, 2003. The 2004 survey revealed a decline in the level of satisfaction with the license vending system relative to the system in operation in 2003. A large percentage of vendors were dissatisfied with the system’s speed and reliability.

In the spring of 2005, the Department again wished to assess the vendors’ view of the electronic license vending system to see if the level of satisfaction had changed once vendors had more than a year’s experience with the new system. The Licensing Section and the Socioeconomic Research and Development Section (Socioeconomics Section) developed a seven-question questionnaire (Appendix 1), a modified version of the 2003 and 2004 instruments. The survey was designed to obtain the vendors’ impression of the license vending system, the independent contractor’s call-in support service, and the Department’s own call-in support service. It also asked respondents to identify problems that they have currently encountered and to describe what they like the most and the least

¹ Both the 2003 and the 2004 surveys employed the same survey instrument (Appendix 2).

about the system. Finally, it provided vendors the opportunity to list what changes they would like to see integrated into the system.

In May, 2005, this questionnaire was mailed to the 693 open vendors who had distributed licenses between June 1, 2004 and March 14, 2005. Recipients included independent retailers, chain stores (including 86 Wal-Mart locations, 12 K-Mart locations, 8 Shop-Rite Groceries location, 13 Academy Sports and Outdoors locations, 9 Leebo's locations, and 5 Brookshire's Food Stores locations), and 13 parish sheriff offices. Vendors who had left the program prior to March 14, 2005 and vendors who had not sold any licenses in license year, 2005 were not surveyed.

Over 98 percent (681) of the survey recipients were located in Louisiana. ZIP code data were used to group the survey recipients into regions based on U.S. Postal Service's Processing Centers (Table 1). The New Orleans Processing Center contained the most vendors (186 vendors) and the Baton Rouge Processing Center, the least (62 vendors). The 12 recipients located outside the state were retailers in Mississippi and Texas.

To investigate a connection between the size of vendors (in terms of the number of licenses issued) and the perception of the licensing vendor system, vendors were classified into groups based on the number of license transactions that they processed between the beginning of the 2005 license year, on June 1, 2004, and March 14, 2005 (Table 2). Over this period, all vendors combined had 576,893 licensing transactions with a low of 1 and a high of 12,796, an average of 1,057, and a median of 373. This analysis divided the population into "vendor sales groups" based upon the number of license transactions that they handled.

Table 1. Postal Processing Centers in Louisiana

New Orleans Postal Processing Center			
<i>186 Vendors Having ZIP Codes within the Following Parishes</i>			
Ascension	Orleans	St. James	Terrebonne
Assumption	Plaquemines	St. John the Baptist	Washington
Jefferson	St. Bernard	St. Mary	
Lafourche	St. Charles	St. Tammany	
Livingston	St. Helena	Tangipahoa	
Baton Rouge Postal Processing Center			
<i>62 Vendors Having ZIP Codes within the Following Parishes</i>			
Ascension	Iberville	Pointe Coupee	West Baton Rouge
East Baton Rouge	Livingston	St. Landry	West Feliciana
East Feliciana			
Lafayette Postal Processing Center			
<i>164 Vendors Having ZIP Codes within the Following Parishes</i>			
Acadia	Cameron	Jefferson Davis	St. Martin
Allen	Evangeline	Lafayette	St. Mary
Beauregard	Iberia	St. Landry	Vermilion
Calcasieu			
Alexandria Postal Processing Center			
<i>120 Vendors Having ZIP Codes within the Following Parishes</i>			
Allen	Concordia	Natchitoches	Tensas
Avoyelles	Franklin	Rapides	Vernon
Caldwell	Grant	Sabine	Winn
Catahoula	LaSalle	St. Landry	
Shreveport Postal Processing Center			
<i>149 Vendors Having ZIP Codes within the Following Parishes</i>			
Bienville	East Carroll	Morehouse	Union
Bossier	Franklin	Natchitoches	Webster
Caddo	Jackson	Ouachita	West Carroll
Claiborne	Lincoln	Red River	
DeSoto	Madison	Richland	

Group 1 contains “small” vendors who reported 1 to 147 transactions and who collectively accounted for approximately 1.5 percent of all vendors’ license transactions during the defined period. Group 2 consists of small-to-medium vendors who reported 148 to 372 transactions. The total number of license transactions for this group amounted to roughly 5.9 percent of the period’s license transactions. Group 3 is composed of

medium-to-large vendors who handled 373 to 1,014 transactions. Their summed transactions represented 15.0 percent of the total from June 1, 2004 to March 14, 2005.

Group 4 consists of large vendors who reported 1,018 transactions or more. The transactions made by this group comprised 77.5 percent of all licensing transactions made during the relevant period. This group includes 11 Academy Sporting Goods Stores, 2 K-Mart locations, 83 Wal-Mart stores and 80 non-chain stores, such as tackle shops, hardware stores, marinas, groceries, and other independent businesses from across the state. Wal-Mart chain stores account for nearly two-thirds of the license transactions in group 4 and half (51.0 percent) of the license transactions made by all vendors combined between June 1, 2004 and March 14, 2005.

A distinguishing mark on each questionnaire identified the vendor sales group of each recipient. This allowed the researchers to classify respondents by the number of license transactions while protecting their confidentiality.

Table 2. Definition of Vendor Sales Groups with Number of Vendors and Number of License Transactions between June 1, 2004 and March 14, 2005

Group Definition	Number of Vendors	Number of Transactions (Range)	Number of Transactions (Average)	Number of Transactions (Median)
Group 1: Small License Vendors	171	1-147	65.3	63.5
Group 2 Small-Medium License Vendors	174	148-372	250.5	245.5
Group 3 Medium- Large License Vendors	169	373-1,014	635.3	579
Group 4 Large License Vendors	176	1,018-12,976	3,276.6	2,626.5

Wal-Mart vendors differed slightly from other vendors in the manner by they responded to the survey. While most of the vendors mailed their replies directly to the Louisiana Department of Wildlife and Fisheries, Wal-Mart vendors sent their responses to the corporate headquarters in Bentonville, Arkansas. These responses were recorded in an Excel file that was transmitted electronically to the Louisiana Department of Wildlife and Fisheries Licensing Section. This file contained not only the questionnaire responses of each Wal-Mart vendor but also their location (town or city). This allowed the geographical classification of the respondents according to the town or city's postal processing center.

Completed surveys were delivered to the Socioeconomic Section for processing and analysis. Socioeconomic Section personnel numbered each questionnaire in the order in which it was received and recorded its delivery date, vendor sales group, and postmark city (or its equivalent for electronically transmitted responses.) The Department received 433 completed questionnaires, yielding a response rate of 62.5 percent.

Almost half (46.9 percent) of the returned surveys were received between May 9 and May 13, 2005. Another 78 (approximately 18 percent) arrived during the next week, May 16 to May 20, 2005. One-fifth (20.3 percent) of the responses arrived in the week of June 13 to June 17, during which the Socioeconomics Section received the Excel file containing the responses from the Wal-Mart vendors. Seven (1.6 percent) were received in July.

The New Orleans region had the largest number of responses (Table 3), accounting for nearly one-quarter (24.0 percent) of all responses (Figure 2). The

Lafayette region accounted for 20.1 percent and the Alexandria region 15.2 percent of all responses. Five came from outside the state and 45 bore no discernible postmark.

The response rate, the ratio of returned surveys bearing a particular postmark over the number of recipients within that Postal Processing Center's area, was highest in the Baton Rouge region (74.2 percent). The New Orleans, Alexandria, Shreveport, and Lafayette regions had a response rate of 55.9, 55.0, 53.7, 53.0 percent, respectively.

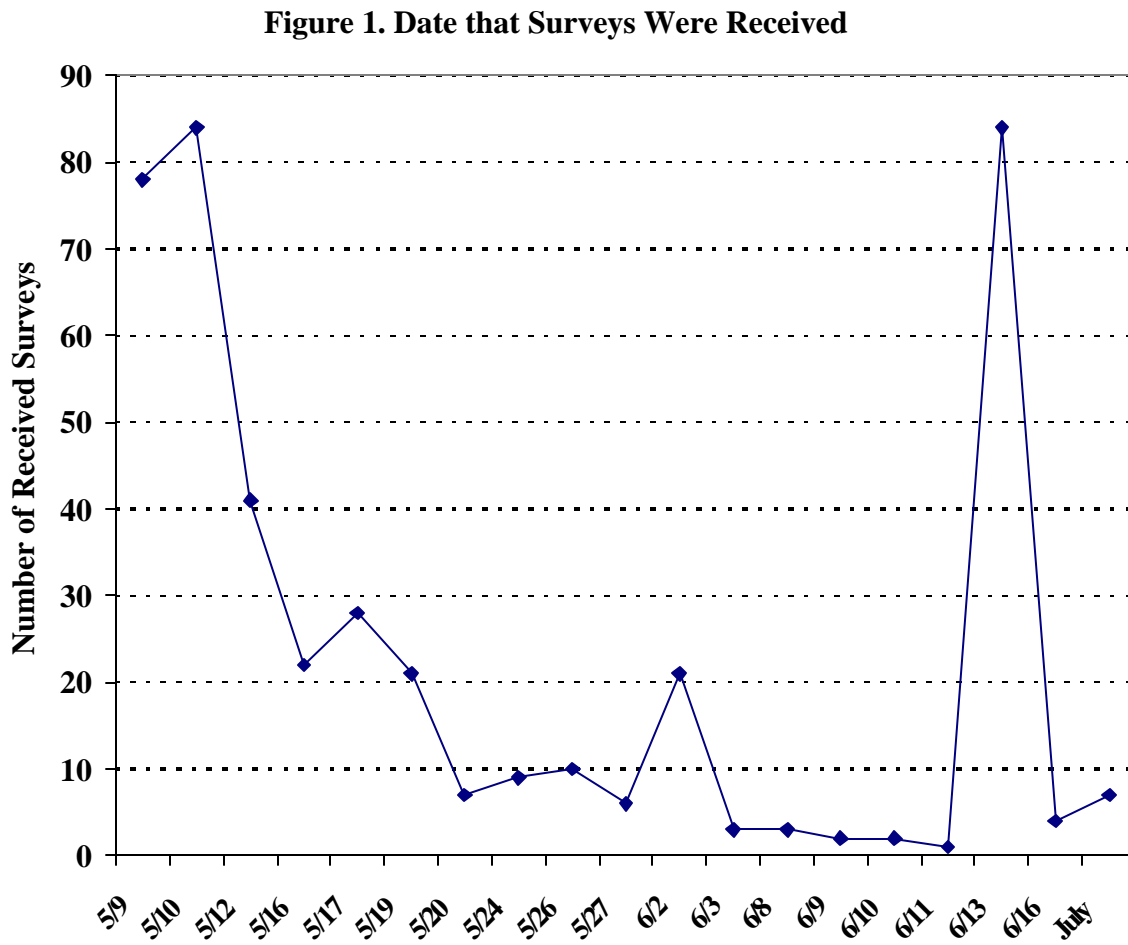


Figure 2. Postal Processing Center of Completed Surveys

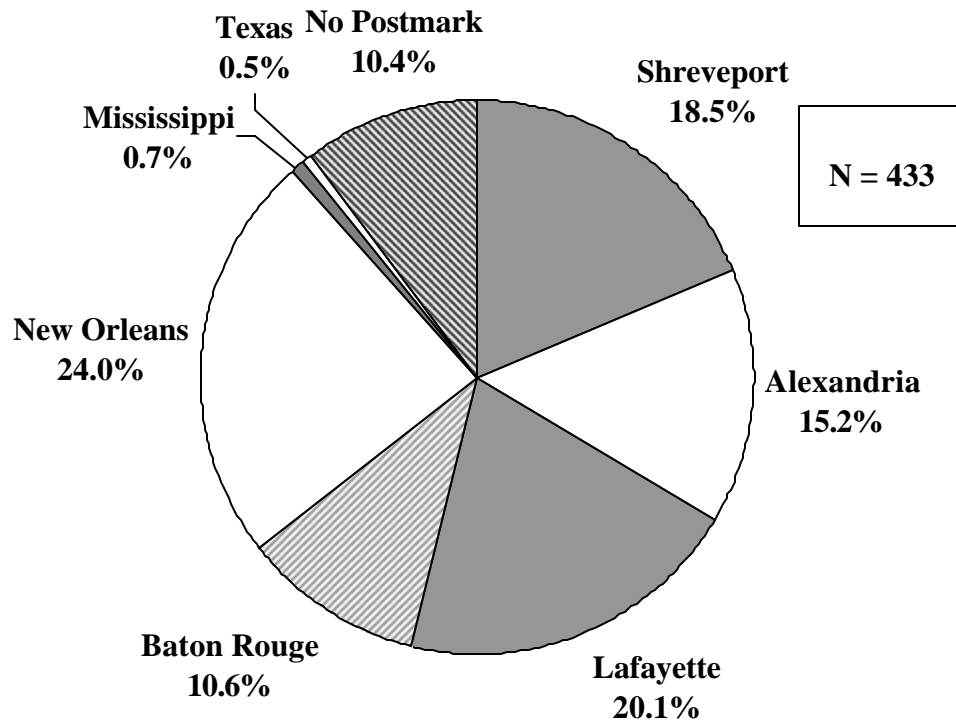


Table 3. Number of Vendors and Respondents from Postal Processing Centers

Processing Center	Number of Vendors	Number of Respondents	Response Rate
New Orleans	186	104	55.9%
Baton Rouge	62	46	74.2%
Lafayette	164	87	53.0%
Alexandria	120	66	55.0%
Shreveport	149	80	53.7%
Outside Louisiana	13	5	38.5%

Note: 45 respondents bore no discernible postmark.

Among license vendor groups (Figure 3), Group 4 (large vendors) reported the largest share of respondents (35.6 percent of all completed surveys), roughly ten percentage points higher than Group 2 (small-to-medium vendors) (24.9 percent) and Group 3 (medium-to-large vendors) (24.7 percent). The remaining 14.8 percent came from the small vendors of Group 1. Response rates ranged from 37.4 percent for Group 1 to 87.5 percent for Group 4 (Table 4).

Figure 3. Vendor Sales Group of Completed Surveys

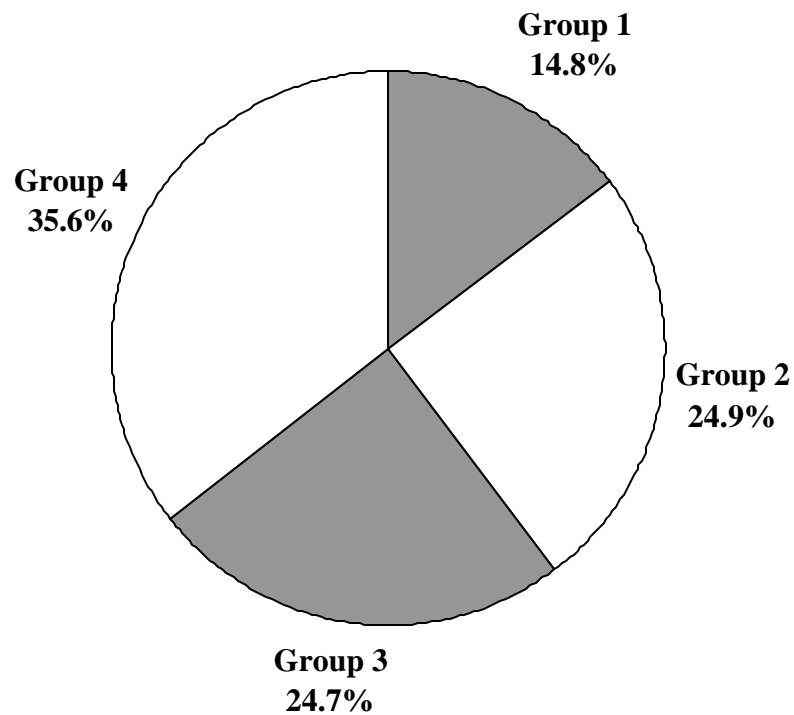


Table 4. Definition of Vendor Sales Groups with Number of Vendors and Respondents

Group Definition	Number of Vendors	Number of Respondents	Response Rate
Group 1: Small License Vendors	171	64	37.4%
Group 2 Small-Medium License Vendors	174	108	62.1%
Group 3 Medium- Large License Vendors	172	107	62.2%
Group 4 Large License Vendors, Excluding Wal-Mart	176	154	87.5%

Overall Opinion of the Electronic Licensing System

The first question on the questionnaire (Box 2) solicited the respondents' overall perception of the current electronic licensing system as of the date of the survey, May, 2005. Respondents were offered a choice of four qualitative selections (from "Poor" to "Excellent") plus a "No Opinion" alternative.

A plurality (37.9 percent) of respondents (Figure 4) provided an opinion of "Good." Another sixth (16.2 percent) evaluated the system as "Excellent." Over one-fifth (21.2 percent) graded the system as "Fair." Another fifth (21.7 percent) considered it "Poor." Only three percent provided no opinion or no response.

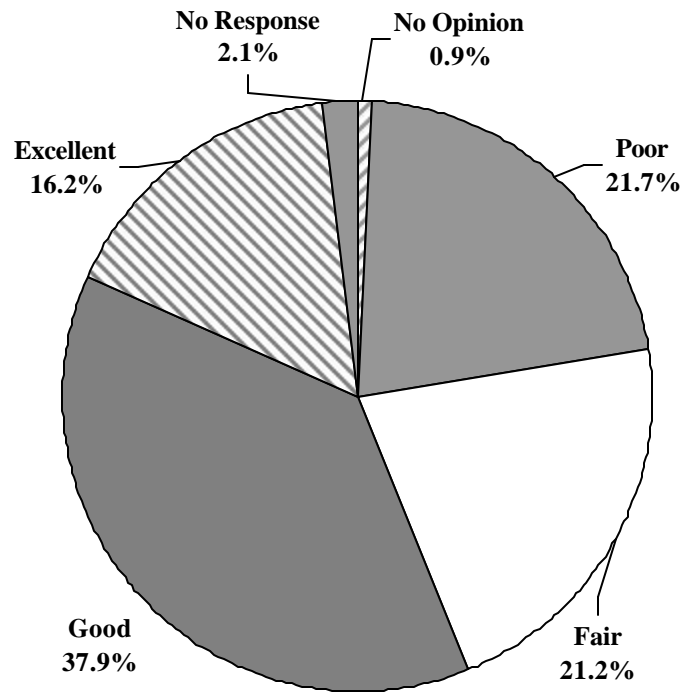
Box 2.

Questionnaire Item: Overall Opinion of the Licensing System

What is your OVERALL opinion of the present electronic license system?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ No Opinion

Figure 4. Overall Opinion of the Electronic License System



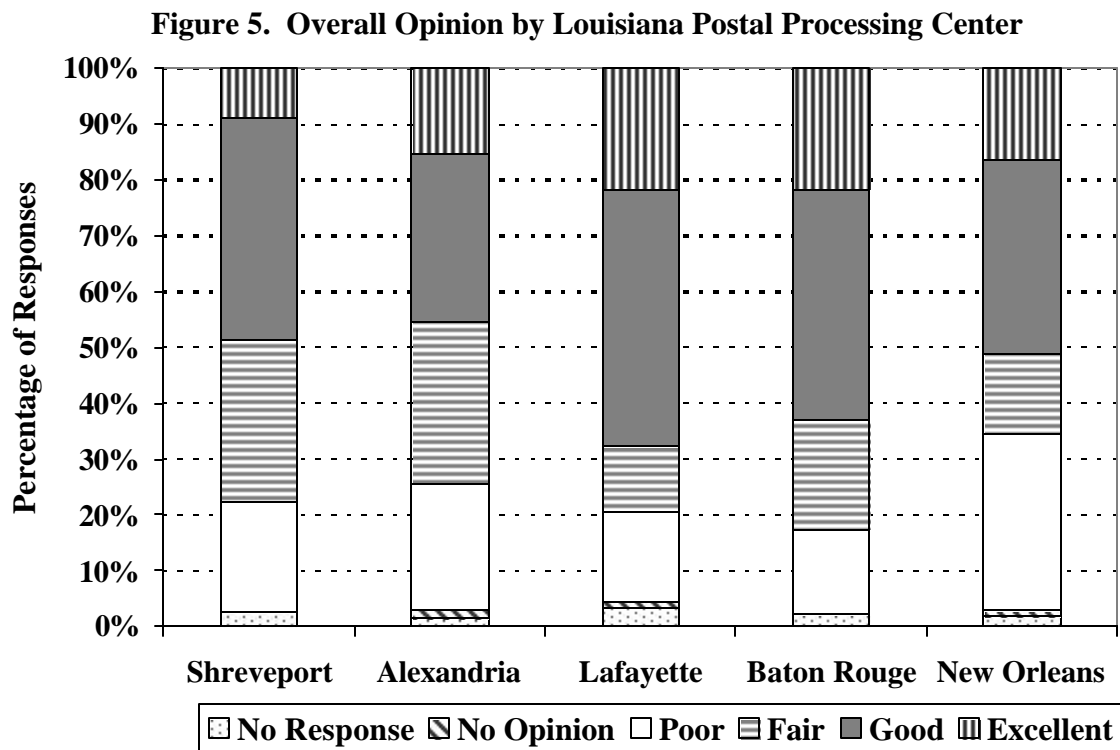
Grouping the respondents into postal processing center regions by use of the postmarks on the respondents' reply envelopes enabled researcher to evaluate the perceptions of the electronic licensing system by geographic patterns (Figure 5). For purposes of precision and clarity, responses from outside the state and those without discernible postmarks were omitted from the analysis.

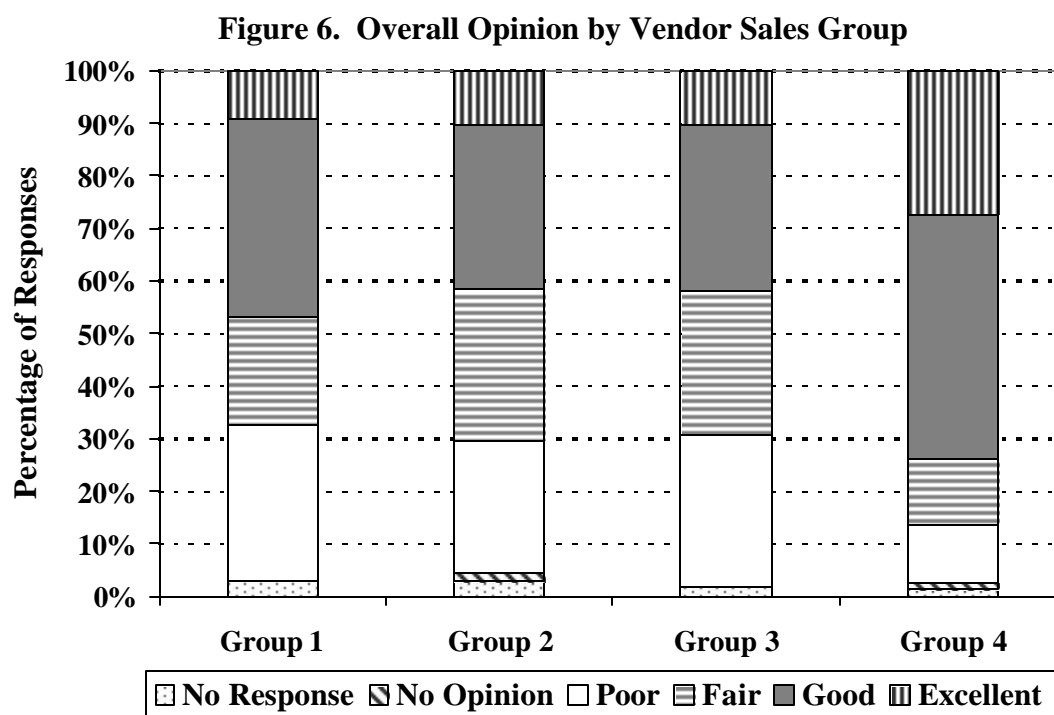
Within every Postal Processing Center region except Alexandria, the most common category of responses was "Good" (46.0 percent of all responses from the Lafayette region; 43.2 percent from the Baton Rouge region; 40.5 percent in the Shreveport region; 33.3 percent of the New Orleans region.) In the Alexandria region, the number of "Good" responses (29.2 percent of the area's responses) was matched by the number of "Fair" responses (29.2 percent).

The proportion of “Poor” responses was relatively high (32.4 percent) in the New Orleans area, where the number of “Poor” responses was nearly equivalent to the number of “Good” (33.3 percent).

The pattern of responses for each individual region was then compared to the pattern of every other region of the state. These pair-wise comparisons revealed few differences between regions of the state, except for distinctions between the Lafayette and Shreveport areas. The Lafayette area contained a significantly higher portion of “Good” and “Excellent” responses and a lower portion of “Fair” and “Poor” responses than the Shreveport area ($\chi^2_{(0.05, df=5)} = 12.61$).

There were a few but notable differences in the overall opinion of the license vending system among vendor sales groups (Figure 6). The responses from Group 4 vendors were consistently and significantly more favorable than those from Group 1

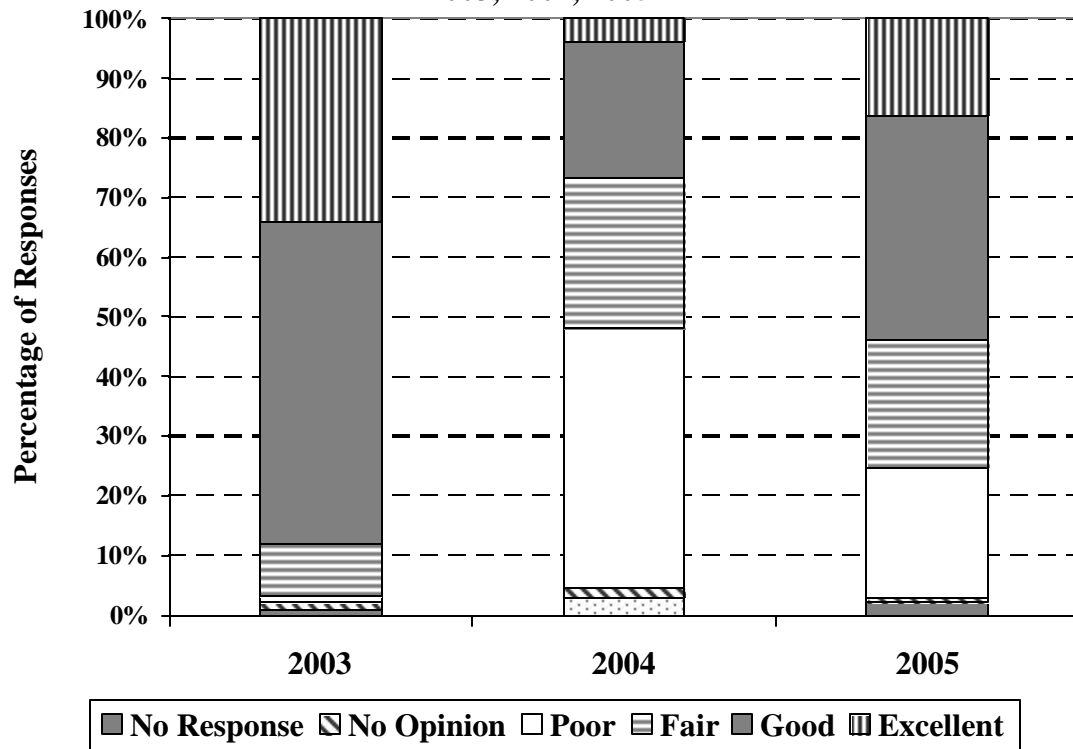




($\chi^2_{(a=0.05, df=5)} = 20.59$), Group 2 ($\chi^2_{(a=0.05, df=5)} = 29.95$), and Group 3 ($\chi^2_{(a=0.05, df=5)} = 32.51$). There were no significant differences in the responses between Group 1, Group 2, and Group 3.

There is evidence of an improvement in the overall opinion of the electronic licensing system between January, 2004 and May, 2005 ($\chi^2_{(a=0.05, df=5)} = 81.05$). The survey of license vendors conducted by the Office of Management and Finance in January, 2004, found that 43.4 percent of the respondents at the time held a ‘Poor’ and 23.0 percent a ‘Good’ overall opinion of the electronic license system (Figure 7). In the current survey, conducted sixteen months later, only 21.7 percent rated it as ‘Poor’ while 37.9 percent thought it was ‘Good.’ This change of opinion may have several causes. One explanation may be a functional improvement in the system itself. That is, vendors may have a better opinion because the system worked better in 2005 than it did in 2004.

**Figure 7. Overall Opinion of Electronic License System:
2003, 2004, 2005**



Another explanation may be an increase among vendors in the use of supplementary equipment or services, i.e., faster internet connections, that enhanced the operation of the system.

A third explanation may be the vendors' increased experience and familiarity with the system. The survey taken in 2004 was conducted less than half a year after the installation of the system at which time some vendors may not yet have fully learned how the system worked. By May, 2005, the respondents had more than one year of additional experience that may have made them more comfortable and effective with the system.

A fourth partial explanation is a statistical artifact. The population of vendors in January, 2004 exceeded that of March, 2005 by approximately 14 percent (98). It is likely that the 98 vendors who left the license vending network ceased issuing licenses in

part because of dissatisfaction with the current system. The removal of these individuals from the population may have reduced the number of “Poor” responses and thus increased the portion of respondents giving a “Good” or “Excellent” assessment.

The opinion of the license vending system in May, 2005 still lags significantly ($X^2_{(a=0.05, df=5)} = 171.10$) behind the view of the license system in place in January, 2003, the first time that the Louisiana Department of Wildlife and Fisheries conducted a survey of license vendors. That system, operated by a different contractor, was viewed with a significantly better opinion: 87.9 percent of the vendors in 2003 provided “Good” or “Excellent” responses. Roughly half (54.2 percent) of the respondents in 2005 gave a similar assessment.

Problems Encountered with the Electronic Licensing System

Personnel in the Louisiana Department of Wildlife and Fisheries Licensing Section compiled a list of nine problems that vendors might encounter with the current electronic licensing system (Box 3). Respondents who had experienced a specific difficulty with the current electronic license system were asked to check the corresponding box. Most of the problems were associated with technical aspects of the system, except one which addressed higher telephone bills.

Eight of the nine items were listed on the vendor surveys previously administered in 2003 and 2004. The one new item asked respondents to identify the incidence of trouble with the automatic clearing house (A.C.H.) and daily reports that detail fund transfers and other transactions between vendors and the Louisiana Department of Wildlife and Fisheries.

Box 3

Questionnaire Items: Problems Encountered with the Electronic Licensing System

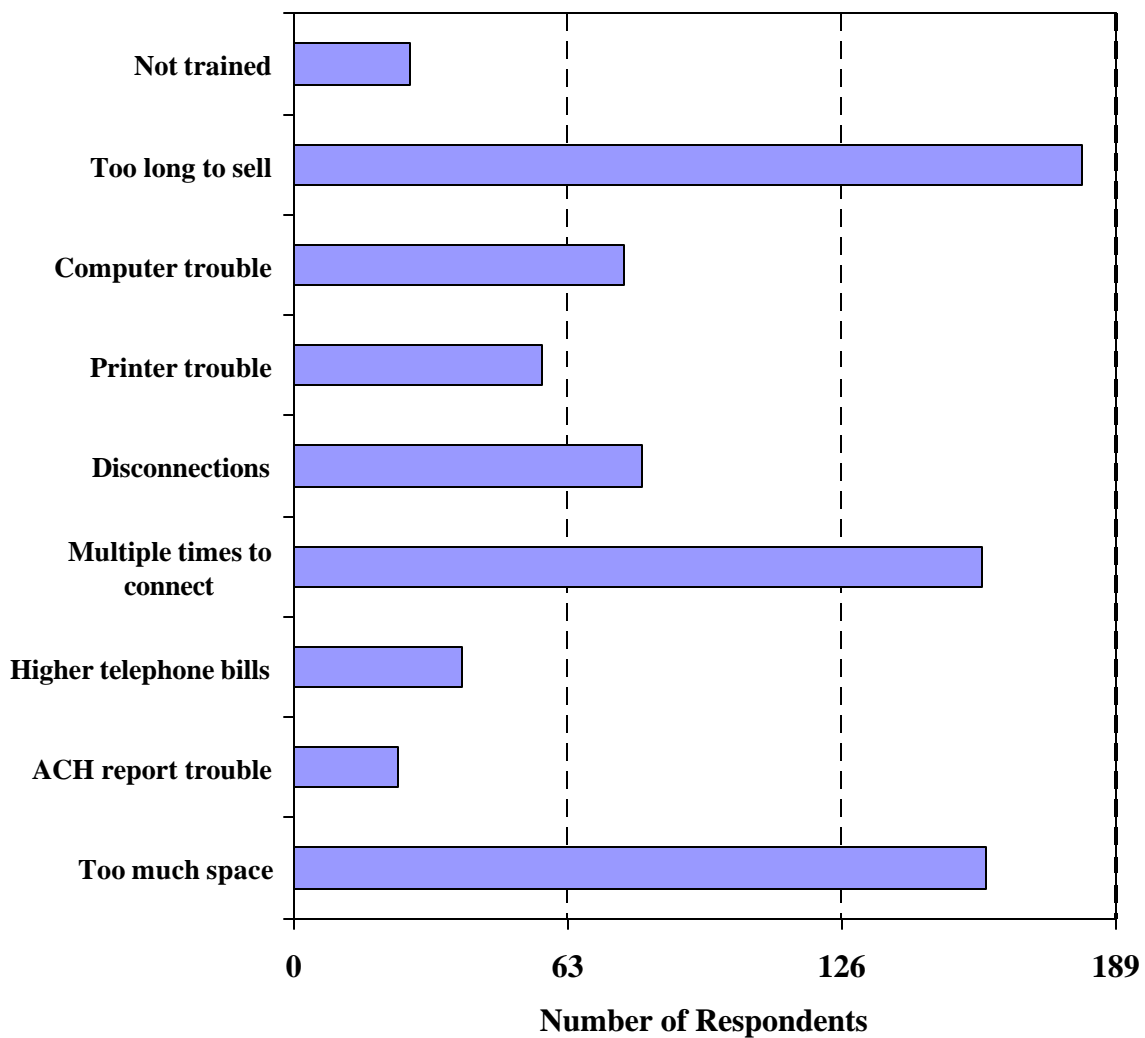
Please check if you are currently experiencing any of the following circumstances (as of now, NOT only in the past):

- ☐ I have not been trained to use this system.
- ☐ It takes me too long to sell a license.
- ☐ I am having trouble with my computer.
- ☐ I am having trouble with my printer.
- ☐ The system disconnects during license sales.
- ☐ I have to try multiple times to connect to the system.
- ☐ I am experiencing increased telephone bills because of this system.
- ☐ I am having problems getting my ACH or daily sales reports
- ☐ The computer takes up too much space.

Speed (“It takes too long to sell a license”), marked by 181 respondents, was the most commonly cited problem (Figure 8). It was followed by complaints about the size of the computer (159) and the need to make multiple attempts to connect with the system (158). Difficulties with system disconnections were mentioned by 80 vendors.

The incidence of these problems has decreased since the 2004 survey. Citations of problems with the speed of the system decreased from 62.6 percent in 2004 to 41.8 percent in 2005. Complaints about the size of the computer system fell from 48.0 percent of the 2004 respondents to 36.7 percent of the respondents in 2005. The portion of the respondents claiming that it took “multiple times to connect to the system” fell from 47.7 percent in 2004 to 36.5 percent in 2005. While 30 percent of the vendors in the 2004 vendors said “the system disconnects during license sales,” only 18.5 percent said the same in the 2005 survey.

Figure 8. Frequency of Licensing System Problems



Almost half of the respondents (49.4 percent) had experienced multiple problems with the electronic license system (Figure 9). Of the 433 total respondents, 128 (29.6 percent) had marked zero problems among the alternatives presented and 91 (21.1 percent) marked one. Seventy-seven (17.8 percent) had encountered two problems and 100 (23.1 percent) had three or four. The average number of problems per respondent

was 1.85. Among the 305 with at least one cited problem, the average was 2.63 problems per respondent.

Table 5 shows the coexistence of problems. For example, 17 respondents who checked “it takes too long to sell a license” also checked “I have not been trained to use this system.” Eight respondents who marked “I have not been trained to use this system” also cited “I am having trouble with my computer.”

Figure 9. Number of Problems Cited by Individual Respondents

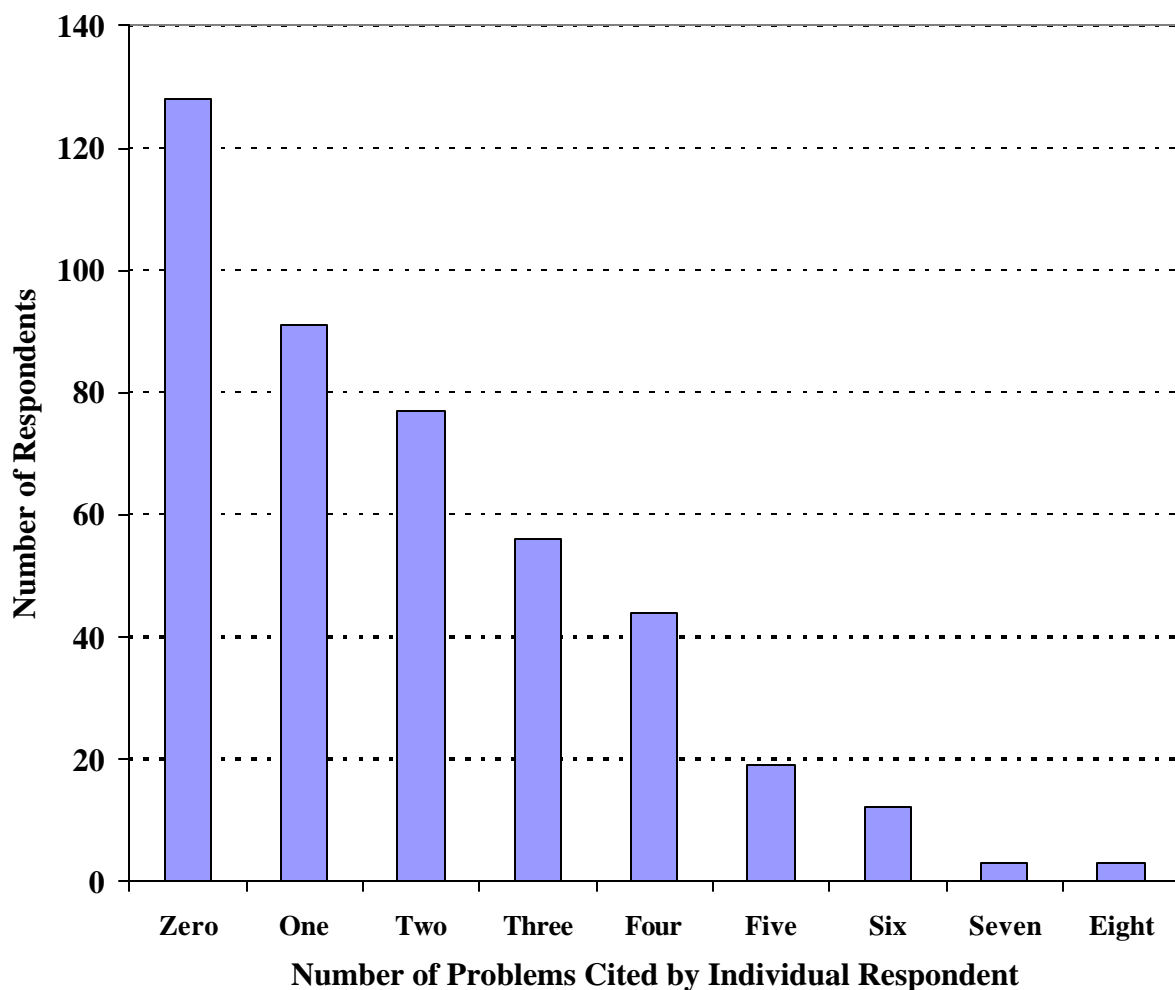


Table 5. Number of Respondents Indicating the Existence of Both of Two Identified Problems

	Too long to sell licenses	Computer trouble	Printer trouble	System disconnects	Multiple times to connect	Higher telephone bills	Problems getting ACH or daily reports	Too much space
Not Trained on system	17	8	6	7	13	5	5	17
Too long to sell licenses		53	33	58	109	28	16	94
Computer trouble			17	33	55	11	12	38
Printer trouble				18	25	9	4	34
System disconnects during sales					66	14	11	46
Multiple times to connect						21	16	83
Higher telephone bills							6	23
Problems getting ACH or daily reports								15

Large numbers of respondents who marked “It takes me too long to sell a license” also encountered difficulty with the internet connections and the size of the hardware. Of the 181 respondents who felt that it took too long to sell a license, 109 said they “have to try multiple times to connect to the system.” These 109 represent 25.2 percent of the sample, 60.2 percent of those who said it took too long to sell a license, and 69.0 percent of those citing multiple attempts to make a connection.

Although one should be careful not to confuse association with causation, one may surmise that there is a connection between system disconnects and the necessity of multiple attempts to connect to the system. Sixty-six respondents (15.2 percent of the sample) who said that they experienced system disconnections also claimed that they

must make multiple attempts to connect to the system. This represents 82.5 percent of those suffering system disconnects and 41.8 percent of those who have had to make multiple attempts to connect to the license system.

Ninety-four had simultaneous citations of “too long to sell” and “takes up too much space,” comprising 21.7 percent of the total sample, 52.2 percent of those who said it took too long to sell a license, and 59.1 percent of those who think the computer is too large.

Only 17 people had trouble with both the computer and the printer. Although a small portion of the sample (3.9 percent), this number represents 22.3 percent of those with computer difficulties and 29.8 percent of those with printer problems.

The geographic distribution of selected problems may be seen in Table 6. For the second consecutive year, the most commonly cited problems within each postal processing center region (except out-of-state respondents) are the system speed, system disconnections, and computer size.

Table 7 shows that most vendor sales groups cite a similar array of problems. The three most commonly cited problems are identical for all groups: “it takes too long to sell a license,” “I have to try multiple times to connect to the system,” and “the computer takes up too much space.”

Table 6. Number of Respondents Citing Specific Problems by Postal Processing Center

	No Postmark N = 45	Shreveport N = 80	Alexandria N = 66	Lafayette N = 87	Baton Rouge N = 46	New Orleans N = 104	Out of State N = 5
Not Trained on system	5	3	4	6	3	5	1
Too long to sell licenses	24	35	33	29	13	45	1
Computer trouble	7	11	15	15	9	19	0
Printer trouble	8	12	8	11	5	13	0
System disconnects	14	11	11	19	5	20	0
Multiple times to connect	21	33	23	27	12	42	0
Higher telephone bills	4	2	7	11	4	11	0
ACH report troubles	5	2	1	5	2	8	1
Too much space	16	34	22	32	9	44	1

Table 7. Number of Respondents Citing Specific Problems by Vendor Sales Group

	Group 1 N = 64	Group 2 N = 108	Group 3 N = 107	Group 4 N = 154
Not Trained on system	3	4	9	11
Too long to sell licenses	27	54	64	36
Computer trouble	11	25	20	20
Printer trouble	5	15	17	20
System disconnects	8	31	23	18
Multiple times to connect	26	56	49	27
Higher telephone bills	10	16	8	5
ACH report troubles	2	11	6	5
Too much space	22	46	44	47

Relating Specific Problems to Overall Opinion of the Electronic Licensing System

It is likely that a respondent's experience with specific problems, like slow computer systems or the inability to sell licenses, will have an impact on his or her overall opinion of the system. Table 8 shows the responses for the overall opinion item among those respondents who had indicated experience with the selected problems.

Table 8. Overall Opinion of the Electronic License System among Those Experiencing Specific Program-Related Problems

	What is your OVERALL opinion of the present Electronic license system?					
Among Respondents Who Experienced the Following Program-Related Problems:	No Response [N =9]	No Opinion [N =4]	Poor [N =94]	Fair [N =92]	Good [N =164]	Excellent [N =70]
I have not been trained to use this system. [Yes = 27]	0	1	10	4	9	3
It takes me too long to sell a license. [Yes = 181]	5	0	85	59	30	2
I am having trouble with my computer. [Yes = 76]	2	0	36	16	18	4
I am having trouble with my printer. [Yes = 57]	1	0	18	14	18	6
The system disconnects during license sales. [Yes = 80]	1	1	41	15	16	6
I have to try multiple times to connect to the system. [Yes = 158]	7	2	68	39	37	5
I am experiencing increased telephone bills because of this system. [Yes = 39]	2	0	16	6	12	3
I am having problems getting my ACH or daily sales reports. [Yes = 24]	0	0	12	4	7	1
The computer takes up too much space. [Yes = 159]	2	2	62	32	51	10

The figures at the head of the columns beneath the titles in bold represent the number of people who gave that response for the overall opinion question. For example, the “N=70” figure beneath the “Excellent” heading means that 70 respondents to the

survey held an excellent overall opinion of the electronic license system. The summation of the column headings ($9 + 4 + 94 + 92 + 164 + 70$) equals the sample size, 433.

The number in the first cell of each row (adjacent to “Yes =”) represents the number of people who claimed that they had experienced the problem described. The numbers in each subsequent column represent the number of people who gave the specified response to the overall opinion question. For example, 27 people marked the item, “I have not been trained to use this system” (Yes = 27). Of these 27 respondents, 3 provided an “excellent” response and 9 provided a “good” response to the overall opinion question; 4 gave the electronic license system a rating of “fair”; 10 gave it a “poor” rating; 1 held “no opinion”; and 0 gave no response. [The sum across each row ($0 + 1 + 10 + 4 + 9 + 3$) equals the total number of respondents who had experienced the particular problem (Yes = 27).]

Those who have experienced problems with the system seem more likely to give the system low ratings. For example, more than sixty percent of the 94 respondents who gave the electronic license system an overall rating of “poor” had indicated one or more of the following problems: “It takes me too long to sell a license” or “I have to try multiple times to connect to the system” or “The computer takes up too much space.”

Rating the Call-In Support Service

The license system contractor provides a toll-free call-in support service to provide answers and advice to the vendors. This function is performed by an independent sub-contractor, a company separate from the principal electronic license system provider.

The questionnaire included a series of four closed-ended questions asking the respondent to evaluate the performance of the toll-free call-in support service in providing understandable, accurate and timely solutions and to rate the overall quality. (Box 4) Ratings ranged from “very poor” to “fair” to “excellent.”

More than two-thirds of the respondents believed that the call-in support service provided “good” or “excellent” service in providing understandable solutions (Figure 10). A slightly lower portion rated the call-in service as “good” or “excellent” in terms of accuracy (Figure 11). Of all of the service elements, timeliness (Figure 12) received the lowest percentage of “good” and “excellent” ratings (63.3 percent) and the highest percentage of “poor” and “very poor” ratings (13 percent). Nearly sixty-five percent of the respondents rated the overall quality of service (Figure 13) as “good” or “excellent.” Nine percent rated it as “poor” or “very poor” and nineteen percent as “fair.”

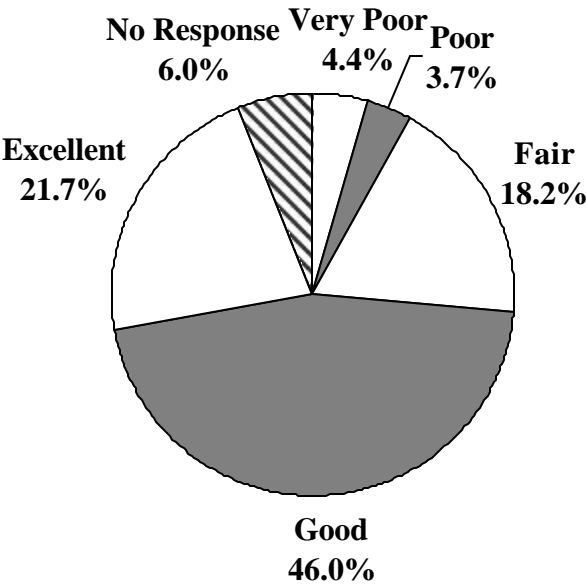
Box 4

Questionnaire Item: Rating the Independent Contractor’s Call-In Support Service

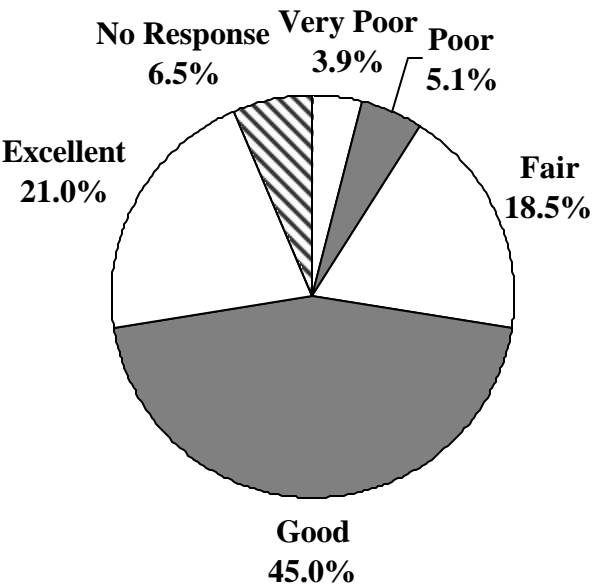
Please rate the ability of the 1-800-844-9230 Call-in support for the following

	Excellent	Good	Fair	Poor	Very Poor
Delivering understandable solutions	E	G	F	P	VP
Delivering accurate solutions	E	G	F	P	VP
Delivering timely solutions	E	G	F	P	VP
Overall quality	E	G	F	P	VP

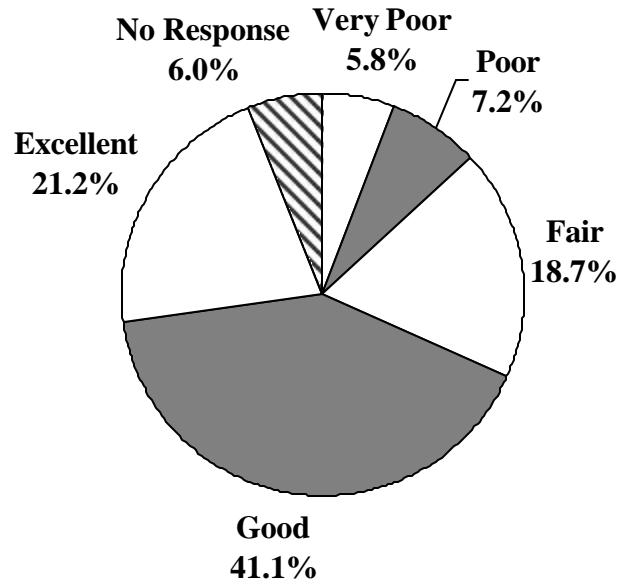
**Figure 10. Rating the Independent Contractor's Call-In
Support Service: Understandable Solutions**



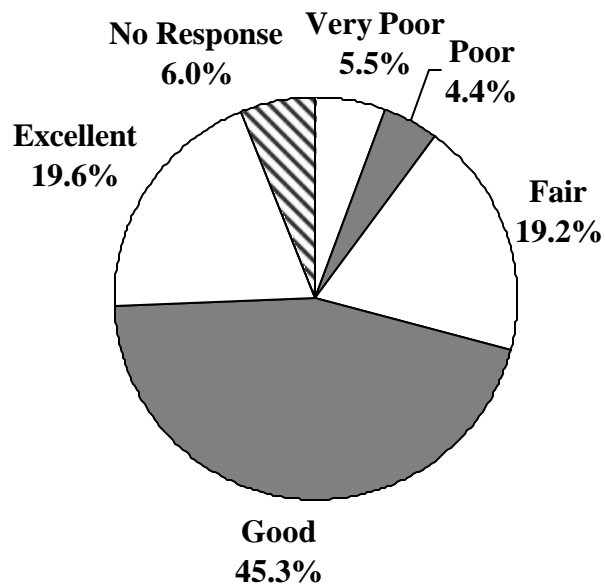
**Figure 11. Rating the Independent Contractor's Call-In
Support Service: Accurate Solutions**



**Figure 12. Rating the Independent Contractor's Call-In
Support Service: Timely Solutions**



**Figure 13. Rating the Independent Contractor's Call-In
Support Service: Overall Quality**



There was only one instance of a geographical difference in the pattern of responses, for the item “delivering understandable solutions” (Figure 14). Compared to respondents in the Lafayette area, respondents in the Shreveport area gave the call-in service a significantly larger portion of “fair” responses for understandability ($X^2_{(a=0.05, df=5)} = 11.44$). There were no significant geographical variations in the respondents’ evaluation of the call-in service’s ability to deliver accurate (Figure 15) or timely (Figure 16) solutions. For the most part, respondents in different areas of the state provided similar assessments of the overall quality of the call-in service (Figure 17). However, there was a significant difference in the responses from the Lafayette and New Orleans regions ($X^2_{(a=0.05, df=5)} = 13.48$). Compared to the Lafayette area respondents, New Orleans area respondents provided a smaller portion of “good” and “excellent” responses and a larger portion of “fair” responses.

Figure 14. Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Understandable Solutions

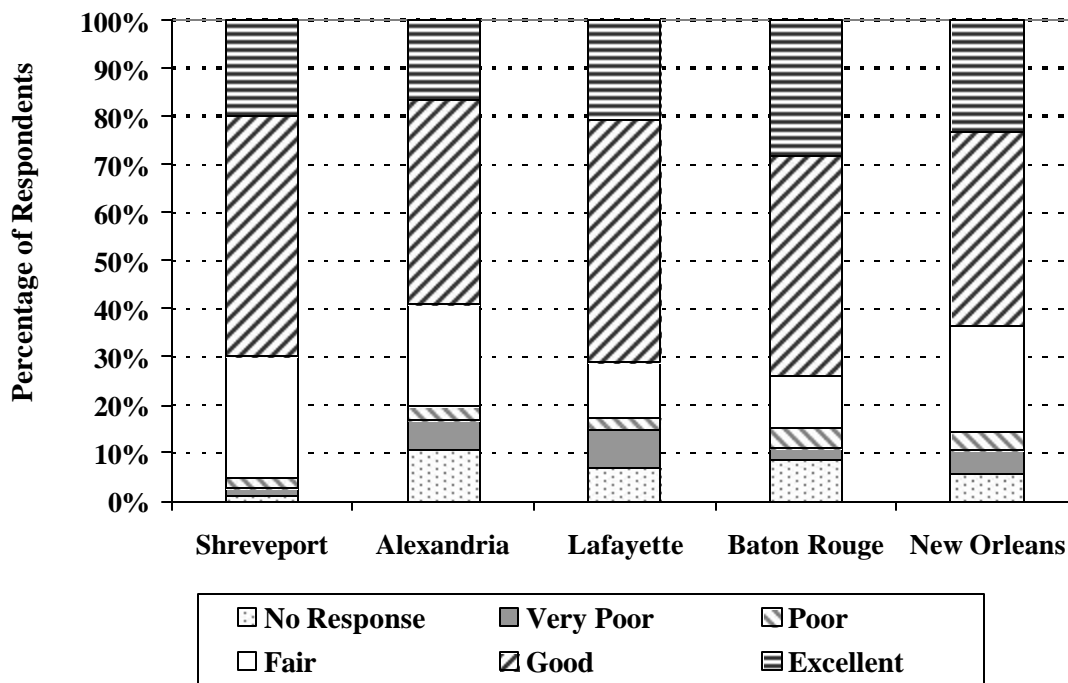


Figure 15. Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Accurate Solutions

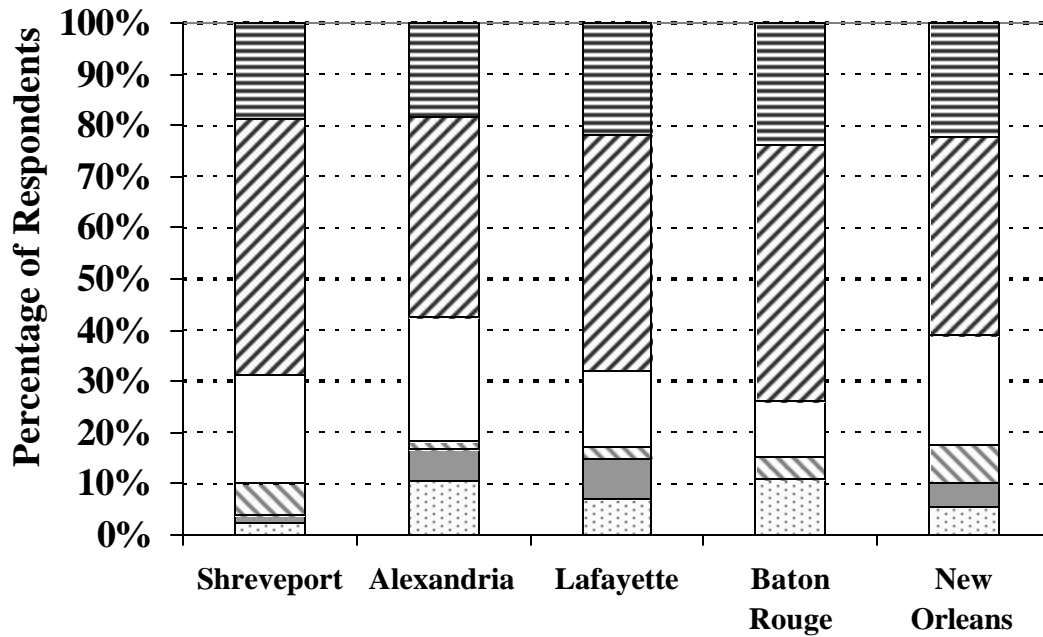


Figure 16. Rating the Independent Contractor's Call-In Support Service by Postal Processing Center: Timely Solutions

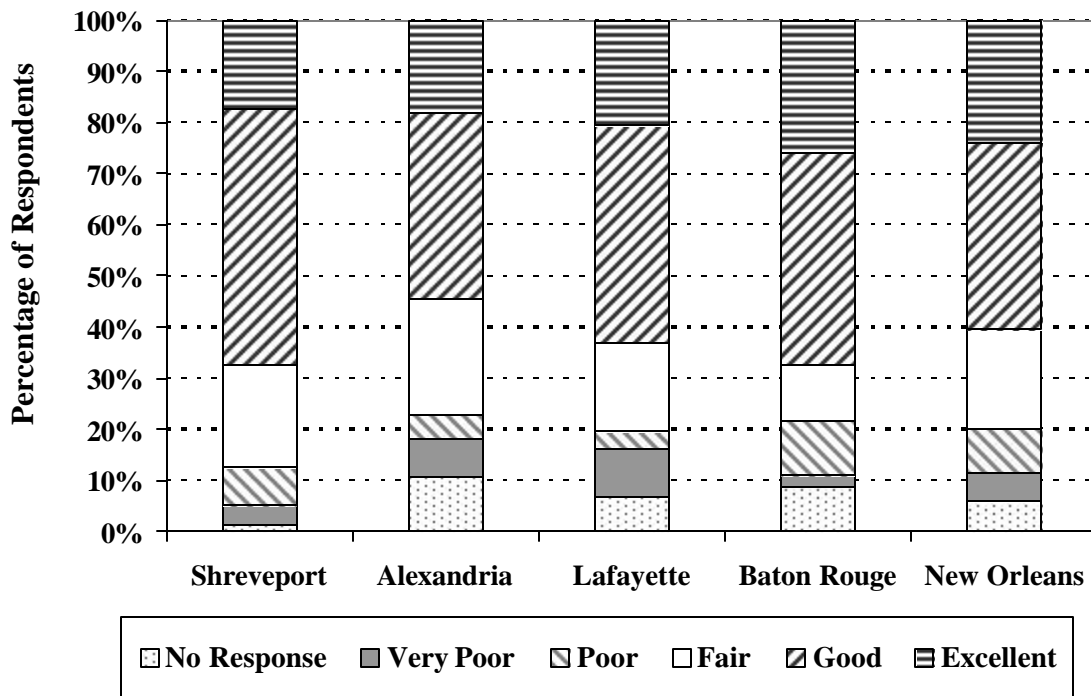
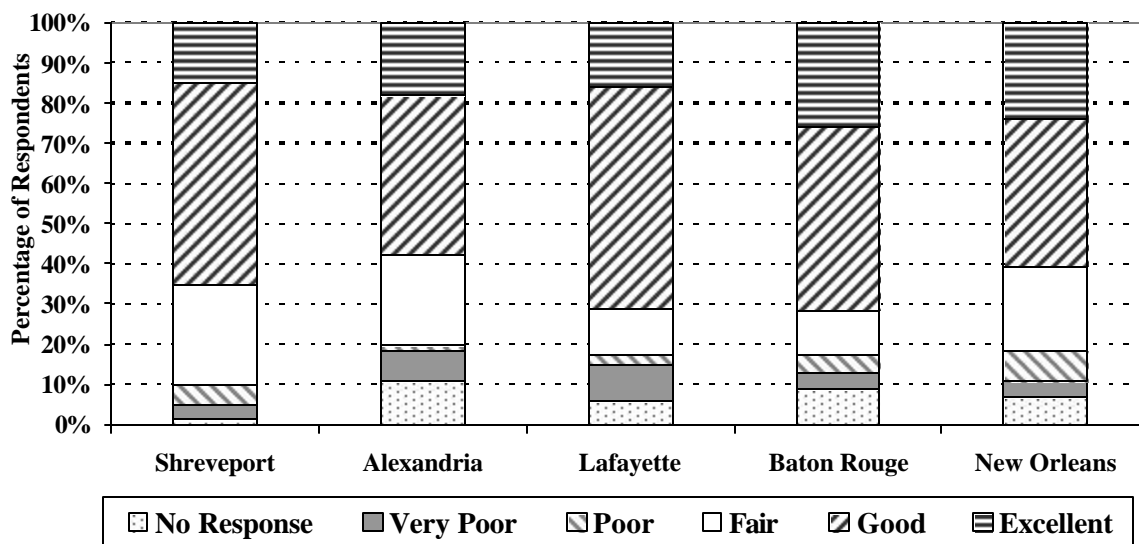


Figure 17. Rating the Overall Quality of the Independent Contractor's Call-In Support Service by Postal Processing Center



There is evidence of distinctions in the assessment of the call-in support service among respondents in the vendor sales groups, notably between Group 4 and the others. (A partial explanation may be the fact that Wal-Mart stores, which made up a large portion of the Group 4 vendors, have their own independent call-in service.) For understandable solutions (Figure 18), Group 4 vendors provided a higher percentage of “good” and “excellent” responses than vendors in Group 1 ($X^2_{(a=0.05, df=5)} = 22.83$), Group 2 ($X^2_{(a=0.05, df=5)} = 18.91$), and Group 3 ($X^2_{(a=0.05, df=5)} = 21.63$). The larger vendors in Group 4 were also more positive in their assessment of the ability of the call-in support service to provide accurate solutions (Figure 19) than their counterparts in Group 1 ($X^2_{(a=0.05, df=5)} = 21.43$), Group 2 ($X^2_{(a=0.05, df=5)} = 20.00$), or Group 3 ($X^2_{(a=0.05, df=5)} = 19.17$). For timeliness (Figure 20), Group 4 vendors again provided proportionally more “good” and “excellent” responses than vendors in Group 1 ($X^2_{(a=0.05, df=5)} = 23.47$), Group 2 ($X^2_{(a=0.05, df=5)} = 14.39$), or Group 3 ($X^2_{(a=0.05, df=5)} = 25.55$).

Figure 18. Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Understandable Solutions

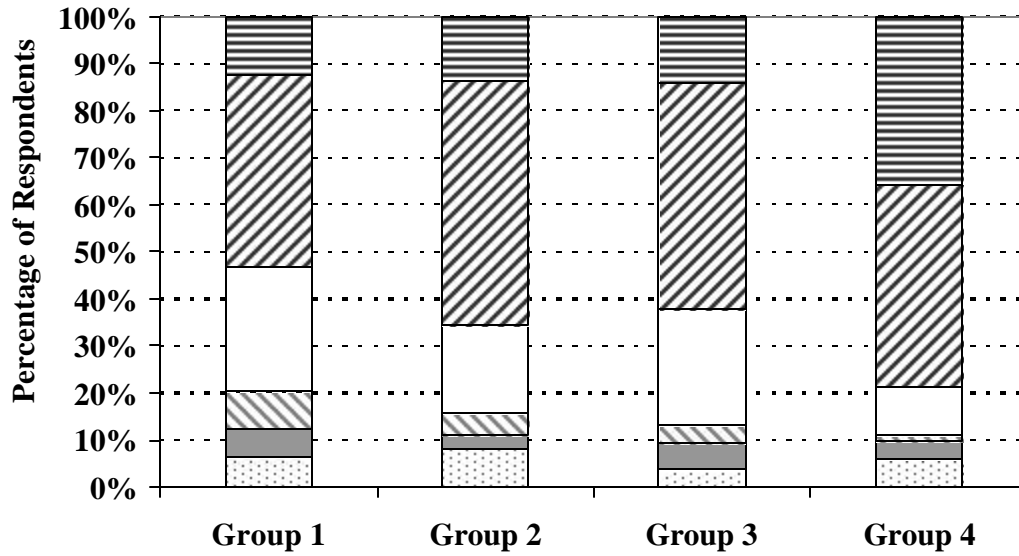


Figure 19. Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Accurate Solutions

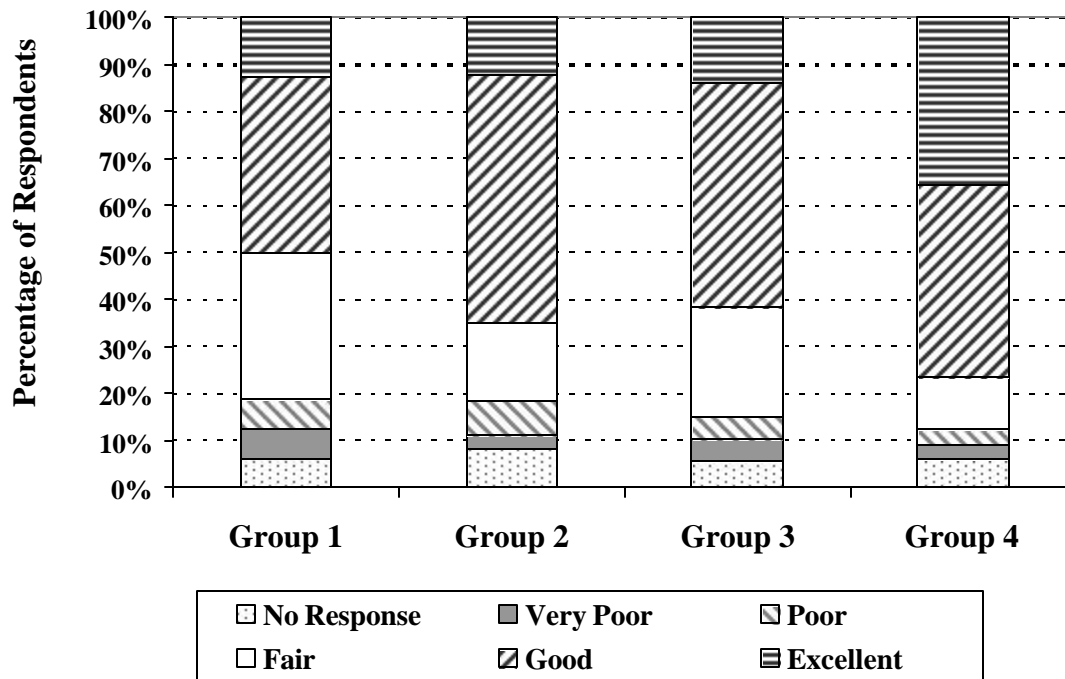


Figure 20. Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Timely Solutions

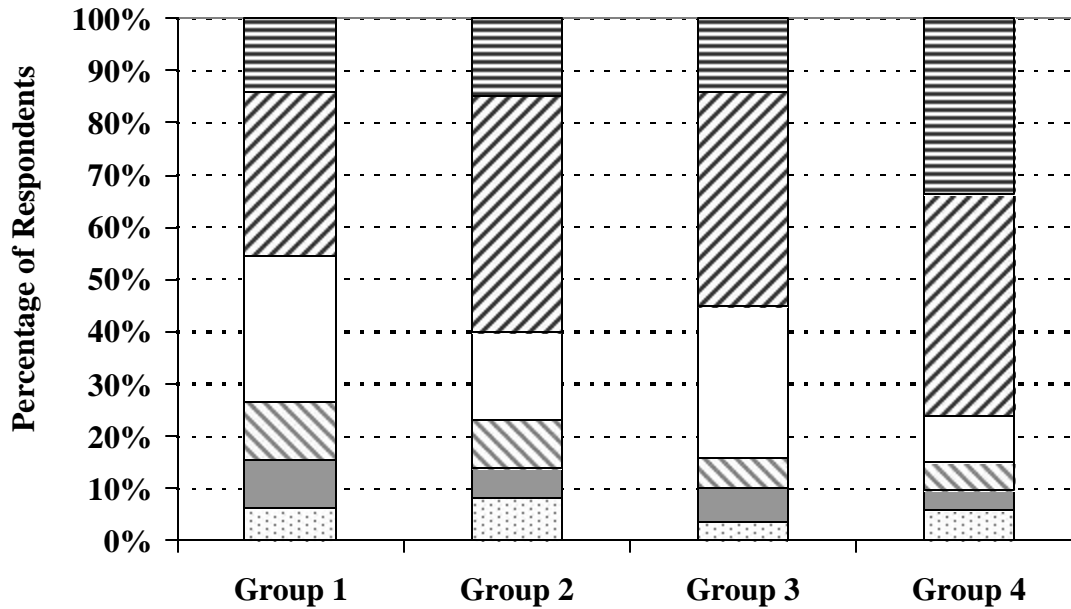
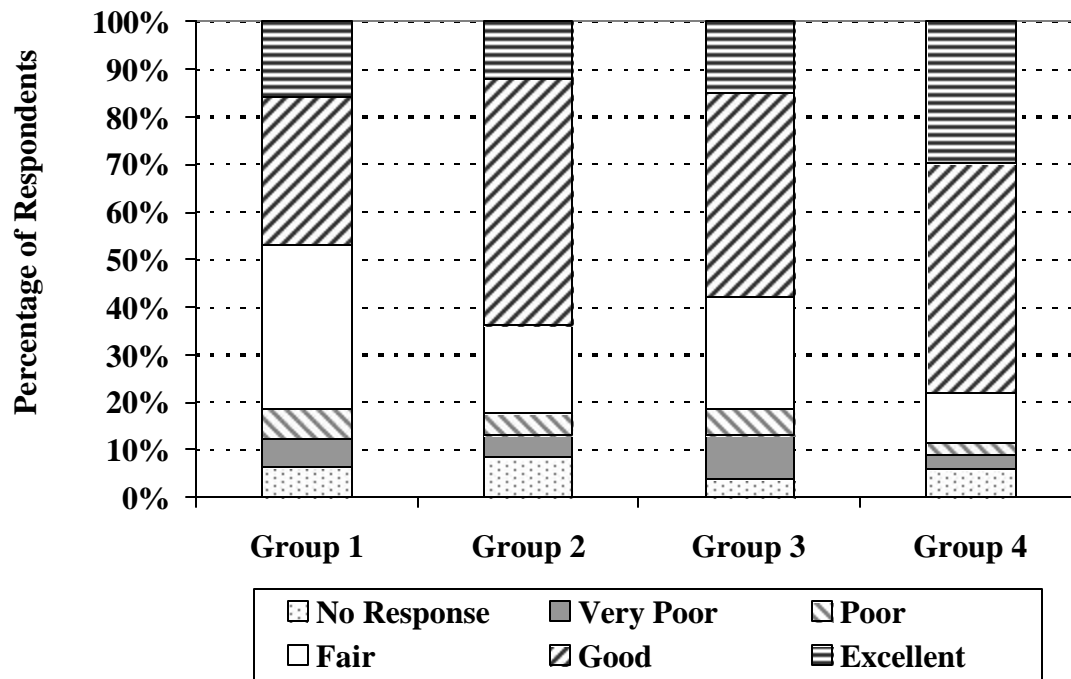


Figure 21. Rating the Independent Contractor's Call-In Support Service by Vendor Sales Group: Overall Quality



For overall quality of service (Figure 21), Group 4 was significantly more favorable than vendors in other groups, giving a larger percentage of “good” and “excellent” answers than those in Group 1 ($X^2_{(a=0.05, df=5)} = 24.10$), Group 2 ($X^2_{(a=0.05, df=5)} = 13.86$), and Group 3 ($X^2_{(a=0.05, df=5)} = 19.17$).

Changes in the Perception of the Call-In Support Service: 2004 and 2005

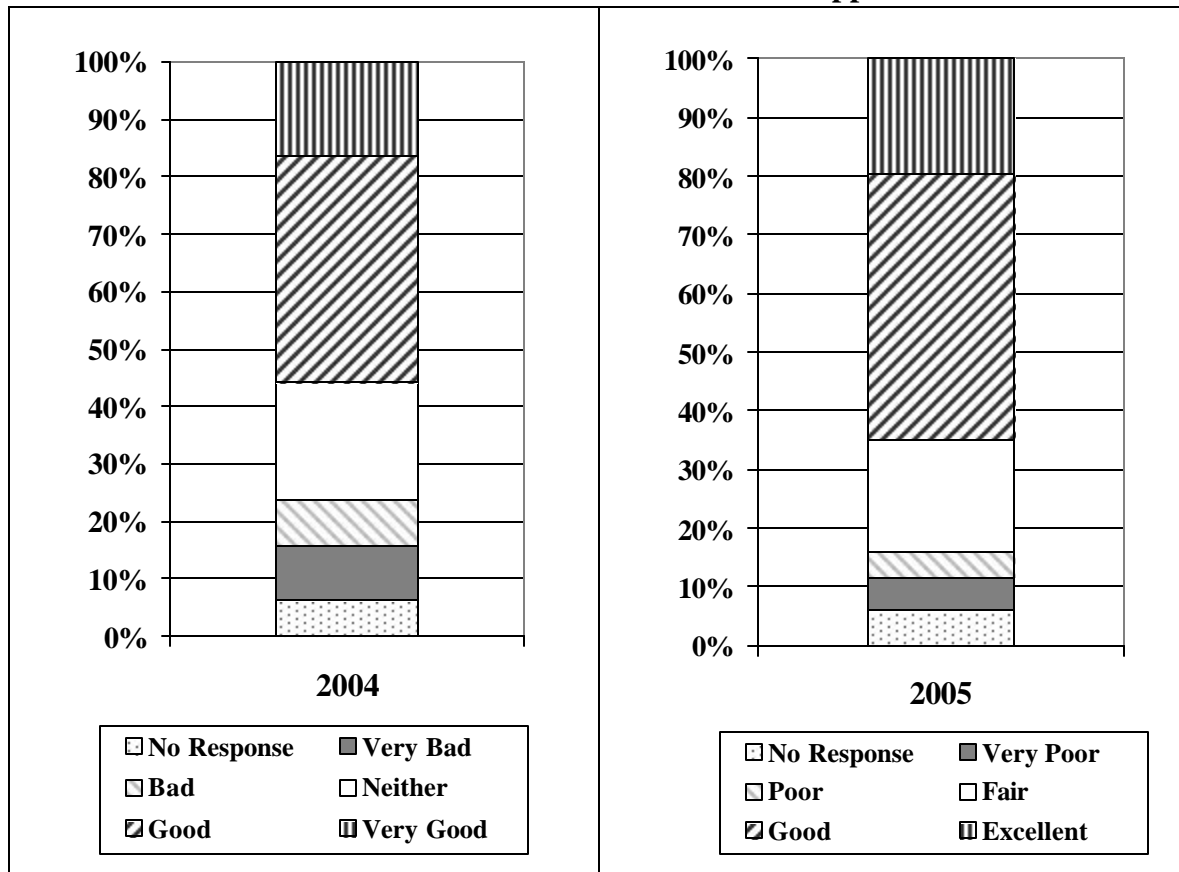
Like the 2005 survey, the 2004 vendor survey contained a question aimed at obtaining the respondents’ assessment of the call-in support service. Unlike the 2005 which contained a bank of four questions evaluating various aspects of the quality of service, the 2004 survey contained only one question pertaining to the support service (“Please rate the performance of the 1-800-844-9230 call-in support service.”) A further distinction lay in the closed-ended responses presented to the respondent. The 2005 survey asked for an evaluation of “very poor; poor; fair; good; or excellent.” The 2004 requested that the respondent rate the service as “very bad; bad; neither good nor bad; good; or very good.”

Because of the differences in wording and presentation, a direct comparison of the results from the two surveys is at best imperfect. Nevertheless, the comparison of the answers for the 2004 survey’s call-in support service question and the 2005 survey’s question about the overall quality of service may be illustrative (Figure 22). These results suggest that there may have been an improvement in the perception of the call-in support service over the past year. While only 55.9 percent of the 2004 respondents provided a “good” or “very good” assessment of the call-in support service in 2004, 64.8 percent of the 2005 respondents gave “good” or “excellent” responses for the overall quality of the call-in support service.

Figure 22. A Comparison of the Performance of the Call-In Support Service: 2004 and 2005

A. Opinion of the Call-In Support Service: 2004

B. Overall Quality of Service of the Call-In Support Service: 2005



Rating the Louisiana Department of Wildlife and Fisheries Call-In Support Service

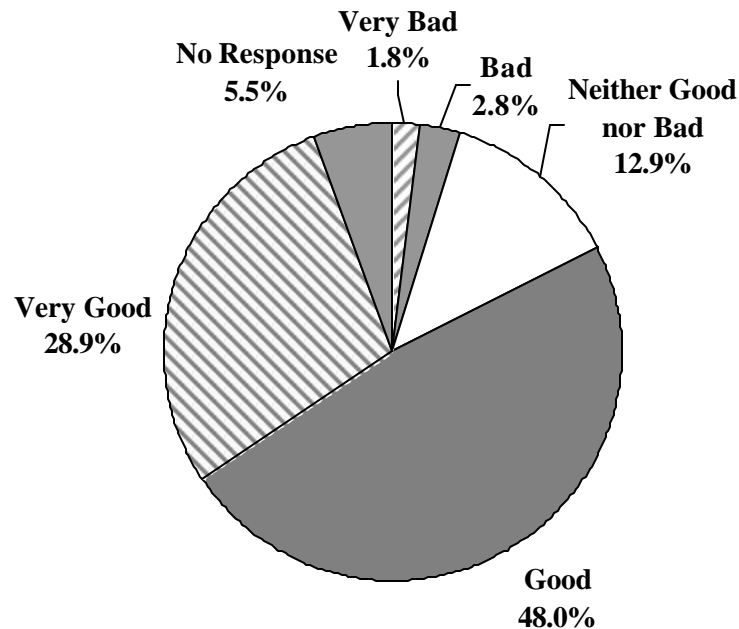
In addition to the independent contractor’s call-in support service, vendors have the access to the call-in support service operated by the Louisiana Department of Wildlife and Fisheries Licensing Section. Vendors were asked to rate this call-in support service (Box 5) on a scale ranging from “very poor” to “neither good nor bad” to “very good.” Over three-quarters of the respondents rated this service as “good” or “very good” (Figure 23). One-eighth considered it “neither good nor bad.” Less than one in twenty (4.4 percent) thought it “bad” or “very bad.”

Box 5.**Questionnaire Item: Rating the Louisiana Department of Wildlife and Fisheries' Call-In Support Service**

Please rate the performance of the Louisiana Department of Wildlife and Fisheries call-in support at (225) 765-2887

- ☐ very good
- ☐ good
- ☐ neither good nor bad
- ☐ bad
- ☐ very bad

Figure 23. Rating of the L.D.W.F. Call-In Support Service



A review of the geographical distribution of responses reveals a few differences in the vendors' opinion of the Louisiana Department of Wildlife and Fisheries call-in service among various regions of the state (Figure 24). Compared to the responses from the Shreveport region, those from the New Orleans region contain a higher percentage of "bad" and "very bad" responses, a lower portion of "good" responses and a higher portion of "very good" responses ($X^2_{(\alpha = 0.05, df=5)} = 11.37$). Also, a larger portion of the

Baton Rouge area respondents than Shreveport area respondents ($X^2_{(\alpha = 0.05, df=5)} = 11.19$) gave the Department's call-in service a "fair" rating.

The pattern of responses from the New Orleans region also differs from that of the Lafayette region ($X^2_{(\alpha = 0.05, df=5)} = 13.05$). The New Orleans sample contains proportionally more "very bad" and "bad" responses and proportionally fewer "good" and "very good" responses.

The pattern of responses among vendor sales groups is presented in Figure 25. There are no significant differences in the pattern of responses based on the number of license transactions that vendors processed.

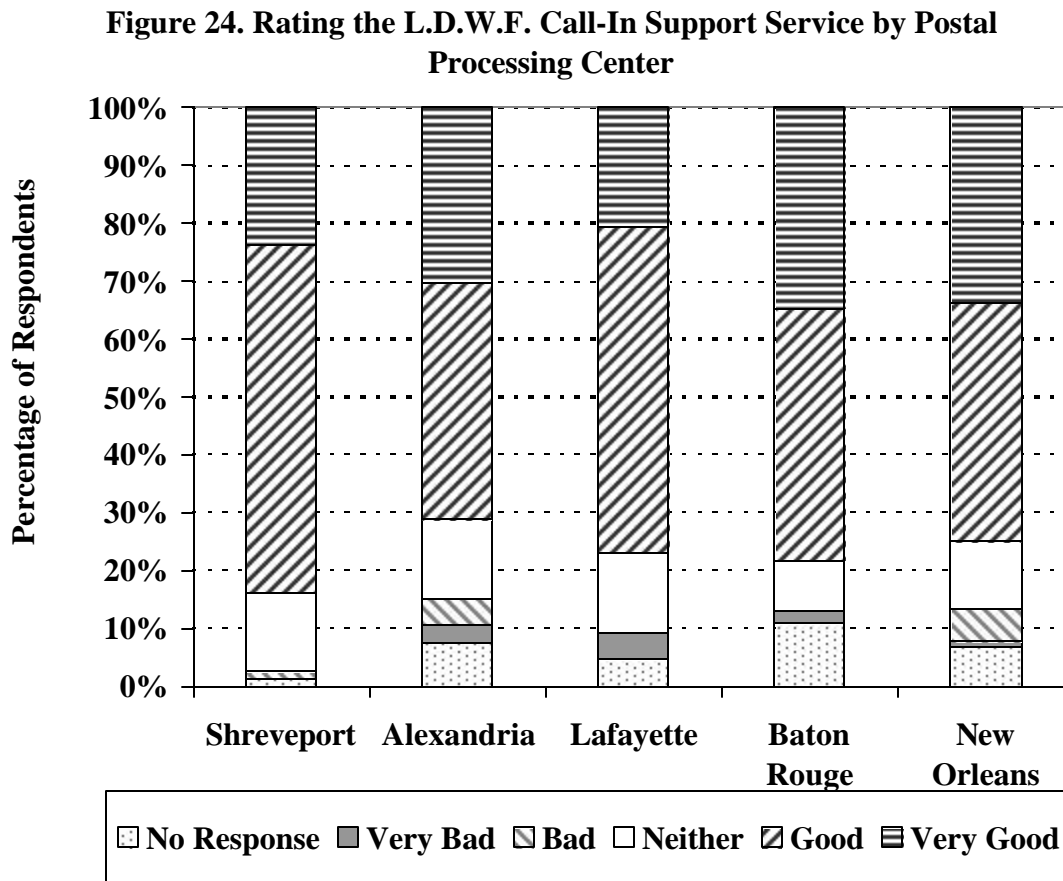
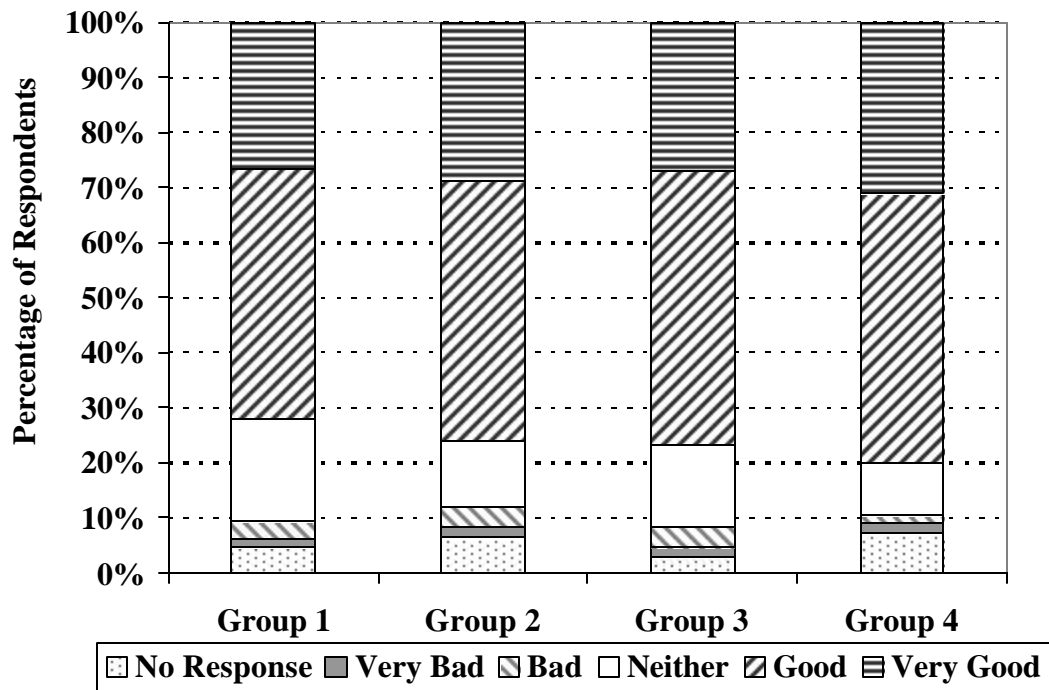


Figure 25. Rating the L.D.W.F. Call-In Support Service by Vendor Sales Group



The 2005 survey was the first time the Louisiana Department of Wildlife and Fisheries included a question regarding the quality of its own call-in support service in the vendor survey. Thus, there can be no comparison of the responses to this question to those from previous years.

“Like Most” Features: What Did Respondents Like the Most about the Electronic Licensing System?

In an open-ended question, the first of three on the questionnaire, respondents were asked what they liked most about the current electronic license system (Box 6). This question drew written replies from 369 respondents, 85.2 percent of all respondents. (This question had 355 written replies from 355 respondents in the 2004 survey, 85.1 of that year’s respondents.)

The responses were typed, read, and reviewed by personnel in the Socioeconomics Section. They were then evaluated and placed into 15 topical categories (Box 7). Most of these categories are identical to those used in the 2004 survey analysis. The method is somewhat subjective but nevertheless aids in the summarization of hundreds of written statements.

One response may contain multiple comments. The following response, for example, contains two comments about two subjects: “That you always have licenses and you can tell if a person already has a license when you are asked to check.” The first phrase (“That you always have licenses...”) would be placed in the “License Availability” category while the second (“...you can tell if a person already has a license when you are asked to check.”) would be placed in the “Information about Customers” category.

Four comment categories pertain to improvements in the quality of service that made it easier, quicker, or simpler to use. Three categories relate to the enhanced delivery and availability of information and three categories to the availability and acquisition of the licenses themselves. Four categories were placed under the general comments heading. Two of these categories are complimentary or at least neutral in nature. The other two categories, perhaps inconsistent with the intent of the survey question, contain faint praise (“compliments with reservations”) or actual antipathy (“derogatory comments.”)

Box 6.

Questionnaire Item: “Like Most” Features

What do you like THE MOST about the present electronic license system?

Box 7.**Topical Categories for Responses to Question, “What do you like THE MOST about the current electronic license system?”**

- Quality of Service
 - Convenience (Box 8)
 - Speed (Box 9)
 - Reduced paperwork (Box 10)
 - Computerization (Box 11)
- Equipment
 - Printer (Box 12)
- Information Systems
 - Summaries and Reports (Box 13)
 - Information about Customers (Box 14)
 - Information about Regulations (Box 15)
- License
 - License availability (Box 16)
 - Duplicate Licenses (Box 17)
 - Vendor License Acquisition (Box 18)
- General Comments
 - General Compliments (Box 19)
 - Miscellaneous (Box 20)
 - Compliments with reservations (Box 21)
 - Derogatory comments (Box 22)

Comments regarding the quality of service

The “convenience” category (Box 8) contained 67 comments, more than any other comment category for the “most like” question. There were a considerable number in two related fields -- fifty-two in the “speed” category (Box 9) and thirty-nine in the “reduced paperwork” category (Box 10). Another 14 respondents indicated that computerization improved the system’s performance in various ways (Box 11). A few of these are non-specific (e.g., “computerized”), but most seem to pertain to the aforementioned elements of convenience, speed, and reduced paperwork. The statements in these categories are often very similar and reflect a perception, among many vendors, that find the computerized license system quick, user-friendly, and efficient.

Comments regarding equipment

Three comments related to equipment: specifically, the printer (Box 12).
Comments complimented both the printer and the paper on which the licenses are printed.

[Text continued on page 44.]

Box 8.

Question: “What Do You Like the Most ...?”

Subject: Convenience

- Accuracy
- Convenience
- Convenience
- Convenience
- Convenience
- Convenience
- Convenience
- Convenience
- Convenience, Overall, I think it is great.
- Convenient, user friendly
- Convenient, user friendly
- Convenient, user friendly
- Convenient, user friendly
- Don't have to remember or look up codes.
- Ease of operation
- Ease of use
- Ease to use
- Easier
- Easier access
- Easier to navigate
- Easier, faster
- Easy
- Easy & quick
- Easy access to LDWF site
- Easy and quick for resident licenses
- Easy money transfers
- Easy program to operate
- Easier
- Easy to access, convenient
- Easy to get license
- Easy to keep records

Box 8 (Continued)

- Easy to operate
- Easy to understand
- Easy to use
- Easy to use
- Easy to use
- Easy to use
- Easy to use
- Easy to use program
- Easy to use, no paperwork
- Easy to use
- Easy to use. All information is up to date.
- Easy, self explanatory
- I like the license system. Very up to date, fast and easy
- It is easy & self explanatory to use.
- It is easy to operate and fairly quick.
- It is easy to use when operating correctly.
- It is easy to use.
- It is pretty simple to use.
- It is simple!
- It is very easy to do a license.
- It's pretty easy.
- More convenient
- More convenient
- Self-explanatory
- Simple to use
- Simpler
- The automatic checking withdrawal is very convenient. The program is user friendly.
- The convenience
- The convenience of having everything in front of you and not having to take the time to look up codes.
- The current system is complete and [illegible] driven. Very easy to use by following the step-by-step instructions.
- The ease of issuing licenses. It seems that most or all of the problems during the initial set-up have been corrected.
- The licenses are easier to issue on the open screen.
- Use friendly and can retrace steps if necessary
- User friendly
- Very good system- Fair for everyone
- What I most like about the present electronic license system is that it is easy to use and easy to understand.

Box 9.

Question: “What Do You Like the Most ...?”

Subject: Speed

- Speed and previous customer purchases
- A lot faster, one stop shop
- Accurate, fast
- Efficiency, fast
- Fast
- Fast
- Fast
- Fast
- Fast
- Fast
- Fast
- Fast & easy
- Fast & easy
- Fast & it prompts you what tags the customer needs.
- Fast- less paper work
- Fast, self explanatory
- Fast system
- Faster
- Faster
- Faster
- Faster, easier
- How fast you can print license
- I like the electronic system because it is fast.
- It is fast and saves time unlike the previous electronic system and the manual system.
- It is faster because most of the out of state people are already in the system
- It is much faster for repeat customers.
- It is pretty fast if they are in the computer, seems easy, and self explanatory.
- It is quick and easy. It gets the job done fast. There is not too much time involved in the process.
- It is very easy to use the time it takes to do a license is not bad at all. Overall I am pretty much satisfied.
- It is very quick and easy.
- It's a lot faster.
- It's a quick and easy system.
- It's much faster now.
- It's quicker.
- Makes it a lot faster especially if they are already in the computer
- No waiting, very reliable

Box 9. (Continued)

- One stop shopping, quicker
- Pretty quick in getting the license to the customer
- Quick (most of the time), no hand writing
- Quick and all licenses are available to use
- Quick because of info in system
- Quicker
- Resident licenses work quick.
- Speed
- Speed
- Speed and no writing involved
- Speed and no writing involved
- The quick manner of sales and no paperwork to keep up with! Or money to gather & mail.
- The system is a lot faster and gets the customer out in a timely fashion.
- The time it saves. It still takes a little while for out of state license. But overall it's good.
- Timely manner in which it works-not having to ask customer so many questions-(all because of DSL)
- Voiding is easy to take care of, and it is quicker.

Box 10.

Question: "What Do You Like the Most ...?"

Subject: Reduced Paperwork

- Do not have to deal with a lot of hard copy paper work that is very time consuming and takes up a lot of storage space.
- Do not have to fill out paperwork out.
- Do not have to hand write licenses.
- I don't have to write.
- I like that most of the paper work is stored on computer. Not a lot of messy stuff.
- I like the fact that it's less paperwork.
- It is a lot better than writing
- It is accurate. I like using a computer versus hand written licenses.
- Less paper work
- Less paper work
- Less paper work
- Less paper work
- Less paper work
- Less paper work
- Less paper work

Box 10 (Continued)

- Less paperwork
- Much easier than hand writing license
- No hand writing
- No having to enter the information into the system
- No paper work
- No paperwork
- No paperwork
- No paperwork, convenient
- No writing, information retention
- No writing, saves time
- No writing, saves times
- Not a lot of paper work, easy to learn.
- Not having to key everything in
- Not having to write all the info
- Not having to write them out
- Not much paper work
- Reduced mail-in paper work (i.e., out of state license) No longer need to memorize license codes prompts during license sales LE (is date correct?)
- Self-contained, no papers
- Speed and no writing involved
- The fact that there is no paper work of my kind to keep up with or to do of any kind to keep up with or to do and submit your office with reports
- The quick manner of sales and no paperwork to keep up with! Or money to gather & mail.
- Very little paperwork
- We don't have to fill out the papers for non-resident license by hand.
- You don't have to fill out any forms to sell.

Box 11.

Question: "What Do You Like the Most ...?"

Subject: Computerization

- All the info. on the screen
- Computerized
- Computerized
- Computerized
- Computerized, all information is there at once
- Computerized, record retention
- It's done electronically.
- Being able to just click what they want

Box 11 (Continued)

- The fact that the different types of licenses are used on the screen, in the past you have to manually
- Type the license code in
- Having to go online
- I already use a computer so it fit right in.
- I am able to use my existing high speed internet connection to sell hunting license.
- We are connected cable modem and have no problems with the system.

Box 12.**Question: “What Do You Like the Most ...?”****Subject: Printer**

- Material the licenses are printed on.
- We don't have a problem with the printer.
- You can reprint if printer jams. It does print.

Comments regarding information systems

Three categories relate to the license vending system’s processing and handling of information. Many vendors believe that the system has an improved capacity to keep track of records needed to serve customers, interact with the Department of Wildlife and Fisheries, and contribute to the enforcement of wildlife conservation laws.

There were twenty-four comments in the “summary and reports” category (Box 13). A few of these specifically related to sales (“Ability to look and print prior sales info”; “Getting A.C.H. reports at any time.”) Most of them were fairly general (“Access information faster;” “Information retention”) and seem to reflect a perception that the system is more convenient.

There were 53 comments in the “information about customers” category (Box 14). Some vendors appreciate the ability to see what licenses a particular customer

already has. Others like the fact that the system informs customers what licenses are needed to participate in a specific hunting or fishing activity.

Box 15 contains eight comments regarding information about regulations. They feel that the system prevents them from contributing to the violation of wildlife and fisheries laws by preventing the improper issuance of licenses to those who should not hold them.

[Text continued on page 48.]

Box 13.

Question: “What Do You Like the Most ...?”

Subject: Summaries and Reports

- Ability to look up and print prior sales info
- Access information faster
- Accuracy, information retention
- All the information retained
- Check my sales reports
- Easy access of reports
- Getting A.C.H. reports at anytime
- Going back to get past reports
- Important information available quickly
- Information retention
- Information retention
- Information retention
- Information retention
- Information retention
- Information retention, fast
- Informative, updating
- It keeps up with all reports
- Keep track of records
- Record retention
- Records of sales
- Saves information
- Stores all the information
- Up to date information

Box 14.**Question: “What Do You Like the Most ...?”****Subject: Information about Customers**

- Accuracy, ... recognizing licenses already held by customer
- Being able to see if a customer already has a license
- Being able to see if a customer already has a license and if so issue a duplicate.
- Current license purchased marked- easy to see what license they have. Brings up senior licenses automatically.
- Customer info is on hand
- Customer receives license at point of sale. Ease of funds transfer. [Illegible] of funds transfer.
- Customer search to alleviate info input
- Easier to input and access customer info
- Easy to access all customer info
- Having the customer license history(Fishing- hunting)
- I like just putting in the name and birth date and if they already had a license before it comes up without putting all the information in again. I also like on residence customers- it only puts up the type of license they need for example if they are over 60 the residence senior hunt/fish comes up automatically. That helps a lot.
- I like that you can tell if someone already has purchased a licenses. And you can easily print duplicate licenses.
- I like the most about the electronic, let me know when can't get fishing license. It helps me check about a bill.
- If there is a problem with a customer, the system lets you know.
- It has the person's information all ready in the system. We do not have to fill out blank lines.
- It retrieves addresses of licenses.
- It shows what license they have to it makes it much easier.
- It tell the customer already brought a license this year.
- It tracks the customer by driver's license.
- It will let the customer know if they already have license.
- Knowing what kind of license customer has already purchased
- License info is in the system.
- License screen already shows purchased licenses.
- Not having to type pre-existing non-resident license. Ease of res. license.
- Once a customer is in the system, you don't have to re-enter all personal data.
- Once a name is in the system it is easier to do a license.
- Once I put in the customers license number & date of birth. It tells me what I can sell them & what they have already bought
- Overall, the customer database seems very reliable.
- Pull up everything on screen, user friendly
- Pulls up most people's information

Box 14. (Continued)

- Recognizing licenses already held by customer
- Records of customers are easy to find.
- Shows all customer purchases
- System keeps some data from year to year (out of state), etc.
- Tells operator if purchaser qualifies for senior hunt and fishing
- Tells you if a person qualifies for senior license
- That I can help people so they don't have to go to Baton Rouge
- That when they already had license you don't have to type everything
- That you always have licenses. And you can tell if a person already has a license when you are asked to check.
- That you can tell what kind of license the purchaser already has.
- The data base, sharing what the customer has purchased
- The display of previous licenses purchased
- The fact that once people are entered into the system it normally pulls them right up on the next occasion therefore speeding up the process.
- There is now a way to know if they need a new license or just a duplicate.
- Tracking the license customers have already purchased
- When a person is in the computer, you can see if they have a license for the year if they lose theirs. All information is stored in computer. You don't have to enter it every year.
- When I can work the computer, it tells me when a customer has what license if they forget.
- When you type in a previous customer you readily see what license they have already purchased.
- When you type the DL number all the information for the person is given.
- You are able to receive customer information quickly as well as to change information quickly as well as to change information or to create an account.
- You can go line & check account.
- You know which license the customer has purchased already.
- You know if they need a duplicate one or a new one.

Box 15.

Question: "What Do You Like the Most ...?"

Subject: Information about Regulations

- Alerts of combined required sales
- Also, the system warns you whenever you attempt to issue a saltwater license without a freshwater license.
- I like the most about the electronic, let me know when can't get fishing license.
- It prevents fraudulent sales.
- It will not sell licenses to the wrong people.
- No guessing about customer age or restrictions
- That it blocks people who owe for tickets, child support, etc.
- Won't allow you to sell any licenses not available

Comments regarding licenses

Twenty-two respondents were pleased with the availability of all licenses through the license vending system (Box 16). Ten respondents appreciated the ability to provide duplicate licenses to people who may have misplaced theirs (Box 17). Another five comments said that the current system is more convenient for them as vendors (Box 18) than the previous paper-based system in which vendors had physically to obtain license forms before selling them in anticipation of their customers' needs.

Box 16.

Question: "What Do You Like the Most ...?"

Subject: Availability of Licenses

- Ability to sell all licenses
- Able to sell all products
- Availability of all licenses without having inventory
- Being able to sell any LA license
- Can sell any license at any time
- Having everything to sell on hand always, not having to pre-pay for it
- I can sell any customers licenses at any time.
- I like the fact that ... every available license is there at a click of a mouse!
- In state licenses are fairly easy
- Licensing at the camp
- More licenses are available
- Never run out of licenses
- Offers all the license, easy money transfers
- Print license right there, simple
- That I can sell all types of licenses
- That we are able to offer all licenses that are available
- That you always have licenses
- That you always have licenses
- The licenses
- The system enables me to generate all the types of licenses from my business location.
- We are able to sell any type of license. Our sales are much lower than when we had paper licenses. It also takes a little longer to make a sale because we have to wait for an on-line connection.
- We can sell any license.

Box 17.**Question: “What Do You Like the Most ...?”****Subject: Duplicate Licenses**

- Ability to print deflicater (duplicate?) for Louisiana residents
- Ability to sell duplicate licenses- Also ability to inform, cos. Of licenses purchased in the event of a misplaced license.
- Duplicate licenses
- Ability to see duplications
- If a person lost his license, it's better to give him another. (Swipe card would be the best.)
- Making people happy when they lose their license and they save money getting a duplicate also convenience of not going to Wal-Mart.
- That you can get a duplicate license.
- We are able to print duplicate licenses
- When somebody loses their license you can give them another for only \$2.00 per one
- You can give your customers a duplicate for \$2.00.

Box 18.**Question: “What Do You Like the Most ...?”****Subject: Vendor License Acquisition**

- I do not have to make a trip down town to get license Pay in advance and keep so-o much money invested in unused license.
- I do not have to pick license in Houma no more
- No buying license in advance, no trips to Louisiana Department of Wildlife and Fisheries, all license options available, offers all non resident license, quick and easy.
- No pre-purchase of license
- Not have to buy stamps and tie up my funds

General Comments

Nine comments were generally complimentary (Box 19). Some were very specific (“asks good questions”) while others were fairly wide in their appraisal (“Everything is good with my machine.”)

Another five comments were vague and hard to categorize (Box 20). One liked the ability to order supplies on-line. Two offered no opinion. One respondent who may have been confused by the terminology claimed not to use the electronic licensing system. Another, claiming not to have used anything other than the current system, may not have been sufficiently familiar with alternative systems to be comfortable offering an opinion.

Twenty-one comments offered compliments with reservations (Box 21). The gist of the majority of these statements was that the system was fine “when it works,” implying that it does not always do so. Three said it works well only because they have

[Text continued on page 52.]

Box 19.

Question: “What Do You Like the Most ...?”

Subject: General Compliments

- Asks good questions
- Everything is good with my machine.
- Everything
- Having it available
- It will work.
- It's a lot better than the old system.
- No guess work
- Satisfied
- The package, products, organized process

Box 20.

Question: “What Do You Like the Most ...?”

Subject: Miscellaneous

- Being able to order supplies on-line
- Hasn't used anything else
- No comments
- No opinion
- We do not have an electronic license system.

Box 21.

Question: "What Do You Like the Most ...?"

Subject: Compliments with Reservations

- At first the system was a large struggle because of how slow the post(?) was. The struggle has been quicker in the last few months and has not made our employees happy but has become an excitement to our customers.
- I use my computer now and sent back Great Lodge's. I am having a problem with Great Lodge.
- If it was faster, it would be great.
- It is a faster process to complete a license because I pay \$50.00 a month for DSL if I didn't have D.S.L. with my local telephone company, it would be frustrating to sell a license.
- It is easy to operate if the computer doesn't shut off.
- Louisiana state resident license are fine.
- Once you get out of line it is pretty easy to get them and once they have them they are in the system.
- Once you log on the internet doing a license is pretty easy and fast.
- Since I added DSL it is so much faster.
- The system is excellent. The computers aren't any good.
- We are able to sell any type of license. Our sales are much lower than when we had paper licenses. It also takes a little longer to make a sale because we have to wait for an on-line connection.
- When it is working right, it's a pleasure to use but most of the time it is either froze up or won't let you on the web page.
- When it works, everything.
- When the machine works, it is very helpful.
- When it works like it should, it is not bad.
- When it works properly, this system works great. It offers the customer a change to purchase duplicate licenses when they lose their original one. This feature is worth it.
- When operating quickly the system is top notch as far as efficiency. Finding the license you are looking for is very easy with this system as they are all listed for you.
- When the system is up, there is no problem.
- When working right- the time saved in not having to write a lot of information saves time and at only \$0.50 per license sold time means a lot.
- When you learn the system, everything runs smooth.
- With the help of "DSL" Hookup which I'm a vendor is paying for all the cost of \$72 a month before I can make anything.

added a costly digital subscriber line (DSL). One respondent even went so far as to replace the computer provided by the Great Lodge Company with his or her own computer.

In contradiction to the intent of the “Like Most” question, 58 respondents provided derogatory statements in reply to this question (Box 22). Most indicated that the system is too slow and too inconvenient. A few said it is not worth the cost of running the system. Twenty-eight very simply but strongly stated that what they like the most about the current system is “nothing.”

There is some evidence of improvement in this regard. The number of derogatory comments in response to the “most like” question in the current survey is smaller than the number included in the 2004 survey when 129 respondents wrote derogatory statements in response to this question.

[Text continued on page 54.]

Box 22.

Question: “What Do You Like the Most ...?”

Subject: Derogatory Comments

- Absolutely nothing!
- Because one cashier working in each shift & it's too hard & handle cash register & fishing(?) machine. Customers don't want to wait. I like the old system that was so fast and easy. That was only 30-second process. I like old machine.
- I do not like anything about this system. I had to go to charter cable in order for this system to work. Telephone was impossible to connect. Cost too much money to operate this system. Can cost \$96.00 a month. Can not sell enough to break even
- I do not like the present system. The former system was smaller & took up less space. Much quieter in processing.
- I don't
- I don't
- I don't like it at all.
- I hate it. It is the worst program you could give to a retailer.
- I liked the old system better. It was much faster.
- I really do not like this system because it takes too long to connect.
- It is very lengthy process. Sometimes it's taking 5 to 10 minutes for one license.

[illegible]

Box 22. (Continued)

- Please work on this problem
- Slow!
- The old system was much quicker. Our Mississippi license system is set up the same as the old Louisiana system and we can sell three Mississippi licenses in the time it takes to sell one Louisiana license.
- There is nothing about the new system that I like. It ties up a cashier for 20 minutes.
- There is nothing I like most.
- We do not like the computer set up. It takes too long. The old way was better.
- When you need to sell a license, it doesn't work. Tell this to the hunters and fishermen.

In light of the large number of derogatory comments written in response to the “Like Most” question, the earlier cited total of 369 written responses must be revised. Fifty-eight of the written responses, being derogatory, should properly be excluded. Thus, 311 written responses (369 – 58) identified some aspect of the electronic license system that they liked.

“Like Least” Features: What Did Respondents Like the Least about the Electronic Licensing System?

In the second of two open-ended questions, respondents were asked what they liked least about the current electronic licensing system (Box 23). This question gathered written responses from 388 respondents (89.6 percent of all respondents). Responses were typed, read, and placed into 19 topical categories (Box 24). One response may contain multiple comments.

Box 23.**Questionnaire Item: “Like Least” Features**

What do you like THE LEAST about the present electronic license system?

Box 24.

Topical Categories for Responses to Question, “What do you like THE LEAST about the current electronic license system?”

- Quality of Service
 - Speed (Box 25)
 - Support services (Box 26)
 - Costs and compensation (Box 27)
- Equipment
 - Size of the Equipment (Box 28)
 - Lack of a Driver’s License Scanner (Box 29)
 - Printer (Box 30)
 - Machine (Box 31)
- Technical Problems
 - Internet Connection (Box 32)
 - Computer Crashing (Box 33)
 - Data Entry (Box 34)
 - Assorted Programming Problems (Box 35)
- Information
 - Summaries and Reports (Box 36)
- Licenses
 - Special License Categories (Box 37)
 - License Regulations (Box 38)
 - Lifetime Licenses (Box 39)
- General Comments
 - Requests (Box 40)
 - Miscellaneous (Box 41)
 - General Disfavor (Box 42)
 - Compliments (Box 43)

Comments about the quality of service

There were 121 complaints about the speed of the system (Box 25). This is the largest category in terms of the number of comments in response to the ‘Like Least’ question. (The number of complaints about speed under the “least like” question outnumbers the number of compliments under the “Like Most” question by more than two-to-one.)

There were nineteen comments regarding the providers of support services (Box 26). Some of these relate specifically to the independent contractor and some to the Louisiana Department of Wildlife and Fisheries.

Twenty-eight respondents opined that there is a misbalance between the costs associated with the license vending system and the compensation that vendors receive in return for issuing licenses (Box 27). Many respondents said that the issuance of licenses is too time consuming, imposing higher labor costs and opportunity costs on the vendors. A number of vendors have incurred higher telephone or internet bills because of the system.

[Text continued on page 62.]

Box 25.

Question: “What Do You Like the Least ...?”

Subject: Speed

- A little slow at times
- At times how slow it is
- Computer slow coming on line
- Computer slow- messes up a lot- takes too long to bring up license
- Delay of processing times for input through internet of customer information
- Everything - It's very slow.
- Everything's too, slow undependable.
- Fair speed but when have problems you have to restart the computer which ties up 10 minutes of your time and the customer's time
- How slow it is
- I don't about electronic present takes to long to cell license.
- I find it could be a little faster. It's getting better the last few months.
- I think it takes too long to connect and sell a license thus creating long lines with customers due to waiting on this system.
- Internet service slow. Customers complain.
- It is not customer friendly it takes too long. I have to turn away from the customers to sell or generate a license. I am in a high traffic store and need to move customers through quickly. It is not customer friendly to other customers online.
- It is slow: 75% of our usage time.
- It is slow and technical is not good.

Box 25. (Continued)

- It is slow, half the time you have to restart the p.c. before you can do a license.
- It is too slow.
- It is too slow.
- It is too slow. It needs to be on DSL instead of dial-up. It takes us too long to sell a license.
- It is very slow!!!
- It really does take a while for the computer to respond to our demands.
- It takes me too long to sell a license
- It takes too long to get a license when you have 4 or 5 at a time. The old system worked faster.
- It takes too long. I rather the old way. It was easy.
- It takes too long
- It takes too long.
- It's too slow.
- It's too slow.
- It's too big & slow & everything else below
- It's too slow, sometimes it does not print
- It's too slow, sometimes it does not print
- It's very slow- slow to sign on and its too long from point to another
- Nothing. It takes too long to sell a license to a customer.
- Nothing. It takes too long to sell a license to a customer.
- Out of state licenses take too long to type in.
- Our computer is very slow. We end up losing money because of the extra expense of extra phone line.
- Really slow
- Run slow at times.
- Slow
- Slow
- Slow
- Slow
- Slow
- Slow - Slow - Slow
- Slow - Time consuming
- Slow sometimes
- Slow sometimes
- Slow sometimes
- Slow sometimes
- Slow sometimes
- Slow sometimes
- Slow sometimes
- Slow!

Box 25. (Continued)

- Slow, slow, slow, slow! Customers must wait up to 15 minutes for license and it ties up clerk time.
- Slows down during peak season
- Sometimes it is very slow.
- Sometimes it's a little slow.
- Sometimes slow to come up on screen
- Sometimes takes too long
- Speed. It's too slow!
- System is slow
- System is too slow
- Takes more time to correct errors
- Takes too long I have 10-15 people need licenses at one time and it takes forever
- Takes too much time, customer do not want to wait. Have to try several times to connect to system.
- Takes too long.
- Takes too long.
- Takes too much time. Too slow. Hard to than employees to use this method. Bring back old system with the easy to use drivers license swipe
- Takes up too much time...
- Takes way too much time for the profit made. ... I have told people to leave because I did not have the time to wait.
- The amount of time to run a license
- The computer slow
- The computer slow & needs going through. It has some glitches.
- The length of time, from start to finish, to process a transaction
- The slow speed
- The system is too slow. I can take up to seven minutes to sell one license.
- The time involved in a single sale
- The time it takes to do a license
- The time it takes to sell a license is to, to long!!!
- The time it takes to enter new individuals info the system
- The tremendous speed!
- Time
- Time consuming
- Time consuming having to put eye color, etc.
- Time consuming
- Time consuming
- Time it takes to do transaction. Too time consuming for amount of profit on each license.
- Time-consuming
- Too long to go from one screen to the next

Box 25. (Continued)

- Too slow
- Too slow
- Too time consuming
- Too much time involved
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow for people (customers) to [illegible] license
- Too slow takes too long to get it going
- Too slow- Too much wasted time & space-Not close to system we had before
- Too slow!
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too slow
- Too time consuming for a fast paced business
- Very slow at times
- What I like the least is about the present electronic license system is that it is very slow.
- When it runs slow
- When it's slow and we have 15-20 people waiting to check-out, it's a nightmare. There (should?) be a back up plan when the systems down.
- You have to take 10-15 (minutes?) per customer, issuing permits.

Box 26.

Question: "What Do You Like the Least ...?"

Subject: Support Services

- Everything. ... It is very time consuming to get accurate and quick solutions over the phone from the support number.
- Great Lodge is not accessible all of the time.
- Have to report a lot. You can't call while online and when you do your treated like your stupid it's a lot of trouble.
- having to call in problems
- Help support on weekends and nights are not helpful at all on weekends and weekdays are totally different.
- It stays down too much. Poor support system tech. is too slow to respond to trouble.
- Many times they will refer you to someone else in another state. {Comment by item "Delivering accurate solutions"}
- No 800 number for state of LA
- Not enough help when you call. Little short with answers but have always been helped.
- Part of the problem is not the answer given but the stupid rules behind the answer. Hunter safety should show up on licenses automatically. {Comment by item "LDWF Call-In Support"}
- Takes some time to get a hold of someone if there is a problem
- Technical support they talk to you as if you were bothering them (poor service)
- The communication from the Louisiana Department of Wildlife and Fisheries is poor. They keep changing internet providers and stopping us from being able to sell licenses.
- The support at L.D.W.F.
- The vendor is 75-80% uncooperative. The vendor will not update the virus pop-ups, so we live with this constantly. The vendor does nothing about (it) when we ask what to do about it.
- The vendor support (Great Lodge) can be less than helpful at times.
- Usually LDWF don't know what to tell me. I end up calling support and waiting, waiting, waiting. {Comment by item "LDWF Call-In Support"}
- When I have trouble with the computer I have to get someone who know about computer to help me figure out the problem the Help Desk never can help
- When the system won't work - the people at Great (Lodge?) are not knowledgeable & make employee & most importantly customer wait 5-10 minutes while they read the manual to fix the problem - We tell customers "Welcome to Louisiana."

Box 27.**Question: "What Do You Like the Least ...?"****Subject: Costs And Compensation**

- Commission too small
- Cost, too slow selling license
- Having the phone line is not good - can not afford a single line for this system.
- Having to log onto the internet ties up my one + only phone line.
- I can take up to seven minutes to sell one license an when you are having to sell 36 to 48 licenses in one night that can average us utilizing an employee (just to sell licenses) for up to four hours. And the agent fees are not worth that.
- I had to go DSL in order to get some speed to the system. What you have is too "slow."
- I had to switch to bell south DSL to be able to connect and sell licenses in a reasonable amount of time.(DSL at my expense)
- I have to have a separate phone line for this system and we do not make enough profit on license sales to cover the cost of the phone line. We should be able to make at least a 10% profit! Extra phone line \$40.00 a month or \$480 a year. We have to sell 80 licenses to break even.
- I have to pay for DSL so it will be fast enough.
- Increase our commission and we can afford DSL, DSL is \$80 a month. It doesn't pay for me to speed it up. It takes way too long to process a license. Increase our commission and we can afford DSL. DSL is \$80 a month. It doesn't pay for me to speed it up.
- Increased phone bills, time it takes to connect.
- It takes too long to get online. We have to listen to the customers complain! They even get mad at us and leave. I also am tired of hearing what Wal-Mart can do.
- My investment I found out very early on that your system could not work in a retail environment with a standard dial up line. I had to invest + \$80 per month for a DSL line. I recently replaced Great Lodge's P.C. with my own because of connectivity problems that could not be solved- my cost \$600
- Our computer is very slow. We end up losing money because of the extra expense of extra phone line.
- Slow computer + slow internet not enough income on the charter fishing licenses and out of the state to justify employee's salary.
- Takes all your money and time to get no money. LDWF no understanding of others. Nobody seems to care if it's not the LDWF problem. License costs vendors too much to do license.
- Takes way too much time for the profit made. You cut the profit I made, you expect me to buy the equipment for you. Anybody can buy on-line which cuts into my profit....I have told people to leave because I did not have the time to wait. Also need 2 phone lines so this machine does not interfere with my P.O.S. credit card machine. Feel free to call me.

Box 27. (Continued)

- That for the system to be more effective we had to purchase a cable connection
- The computer is slow to transfer (customers get aggravated and leave)
- The fact that we have to "tie up" a phone line to make a sale.
- The fact that we pay for DSL and cannot use internet on computer-blocked out by you-
- The time it takes to do a license. The money we put up front for the little we get in return for doing your job in putting the license information. It holds up other customer waiting behind them and they start to complain. When we are busy we don't even sell them
- The time it takes to get into the system and the time it takes to sell a license and only making \$0.50 per license. Customers get frustrated with it...
- Too slow! For what we make, the system should be on a high speed line. Our line is tied up too long.
- Vendors should be paid more than 50 cents. Have not been reimbursed for putting system in.
- We have a telephone modem. Store compensation is way too low. If customer pays with credit card store can loose money.
- When if first came out using a dial up connection upset many of our customers. Wal-Mart stores already had high speed connection so they were fast at the start and customers left up because of the sort up problems they never came back. The new system also pays less and costs more.
- Without A "DSL" Hookup "Staying Online" I wouldn't of couldn't sell licenses because it was too much trouble trying to get online and trying to operate our business

Comments regarding equipment

There were a number of complaints regarding the equipment used in the license vending system. Twenty-six expressed the view that the equipment was too large (Box 28). Thirty-two bemoan the lack of a driver's license scanner or "swiper," a feature included in a previous version of the license vending system (Box 28). Many considered the previous driver's license scanner to be faster, smaller, and more convenient than the current system.

There were 23 comments about the printer or the paper it uses (Box 30). Five identified very general problems with the equipment (Box 31). One of these thought the computer that the company sent to him "was old."

[Text continued on page 66.]

Box 28.**Question: “What Do You Like the Least ...?”****Subject: Size of the Equipment**

- Computer taking up space
- Equipment size, connectability
- It takes up too much room on the counter.
- It's big and takes up a lot of room on our counter
- Monitor takes up too much space (It is an extra computer in our already too-small office!)
- Need smaller computer screens (monitors)
- Physical size of system (too large)
- Size
- Space it takes up
- Space required for system
- Space, I have a small business. [It] takes up 1/3 my counter.
- Takes up a lot of counter space (big)
- Takes up a lot of room
- The amount of space the computer can take up
- The full-size C.R.T. monitor takes up too much space. A flat screen monitor would be much better.
- The present system takes up a lot of counter room.
- The size of the computer
- The whole computer needs to be a consolidated system that takes up less space
- Too big
- Too big- Takes up too much space- and that would not be bad if it worked fairly fast ... Too much wasted time & space-Not close to system we had before- Can't
- Too big we do not have room
- Too bulky
- Too much equipment, unnecessary equipment (speakers) takes too much room
- Too much counter space
- Too much space needed
- Too much space taken up by the computer... Sometimes it doesn't connect or open the application when I click icon.

Box 29.**Question: “What Do You Like the Least ...?”****Subject: Lack of a Driver's License Scanner**

- Can't scan DL
- Can't scan driver's licenses for info
- Can't swipe DL
- Card swiper

Box 29. (Continued)

- Card swiper
- Go back to old system.
- I like the card swipe machine & would like to have it back.
- I think you should be able to slide driver licenses like a credit card would be faster than typing it in.
- I would like to see a driver's license swipe.
- Is entering information, be nice to scan license or ID card.
- It would go faster if we had the licenses. Swipe system.
- Keying in all information- Scanning License was Faster
- No card swipe
- No card swiper
- No card swiper
- No card swiper for DL
- No card swiper for DL
- No drivers license scan
- No drivers license swipe requires 3 plugs where the old only took 2
- Not being able to scan the drivers license
- Not being able to swipe license because of my [illegible] it would greatly speed things up.
- Not having drivers license swiping
- That we don't have a card scan
- The fact that the current system requires you to manually type the license information in- in the past we were able to swipe the license. This sometimes can take a while to sell one if you have a new customer.
- The license can't be swiped anymore.
- Unable to swipe license
- Want card swiper
- We like it when you could swipe the DL in the machine.
- We prefer the system that scanned driver's license and brought up the information most of the time. It was easier to use easier to train workers and was twice as fast. The new system cumbersome for workers that don't know computers
- When I cannot swipe a Louisiana drivers license. Also for when someone runs for a new license but needs a dup. It should have a [illegible] on the same screen.
- Why not use a driver's license swipe to gather info. OR why not cross-reference driver's license number or Social Sec. Number to show all other info on screen instead of us spending 3 minutes typing in into that CAN be accessed.
- You had a good system when we'd swipe the driver's license our customers were out in 2 minutes.

Box 30.

Question: “What Do You Like the Least ...?”

Subject: Printer

- Cheap printer
- Cheap printers, printers need to be faster
- DID HAVE. {Comment by item “I am having trouble with the printer”}
- Doesn't print all licenses customer currently carries
- Every once and a while. My printer will reprint the last license + sold. As soon as I turned it on.
- Need a better printer
- Numerous times we have had to call Great (Lodge) to get printer to print licenses (downloads)
- Outdated printer
- Paper too thin easily torn; does not automatically access license number birth date.
- Printer paper doesn't
- Printer problems
- Printer problems
- Printer problems
- Printer problems
- Printer
- Printer, computer problems
- The new perforated paper does not tear easily. Old paper works better.
- ‘The paper sometimes is too long.’ {Comment by item “I’m having trouble with my computer.”}
- The printer is slow.
- The printer system, I have had to replace the printer 5 times.
- Unexplainable symbols on some licenses- (Printer prints random. Symbols/ images on some licenses)
- Want better printers
- We need a printer that prints your license and can be removed from the printer without tearing license. Does not line up on line to tear

Box 31.

Question: “What Do You Like the Least ...?”

Subject: Machine

- Machine problems
- Only have 1 machine
- Problems with equipment, customers complain constantly ...
- Set up for vendor
- The computer I was sent is old.

Comments about technical problems

There were 85 comments regarding the slowness of the internet connection (Box 32) during the initiation and data transmission phases. Another 22 statements claim that the system “crashes” (Box 33), a problem that seems in many cases to be related to problems with the internet connection. Many of the comments in both of these categories were similar to, if not identical to, the comments included in the “speed” category.

Technical problems also included the amount of information that the vendors must put into the system (Box 34). Some vendors believe that the system is too time-consuming or labor intensive. Two believe that too data entry is required to obtain a license for a person who wishes to requirements for a person who wishes who wants to go fishing for only two days. (One of these alluded to a two-day license, a license format that does not exist.)

Nine comments pertained to various programming problems (Box 35). Many of these mentioned difficulty in going from screen to screen, a problem that may be related to the speed of the internet connection.

[Text continued on page 71.]

Box 32.

Question: “What Do You Like the Least ...?”

Subject: Internet Connection

- Amount of time to connect & sell a license
- Connecting takes too long; disconnects while you are in the system.
- Connecting to the system is a problem at certain times.
- Connection time. Texas technology is much better than Louisiana’s system.
- Dial up internet is too slow connecting and there are too many pages to switch between. (Out of state is even worse.)
- Difficult to access the web site.
- Disconnects too many times during sales.
- During the busy season we have to continually reconnect to the internet because when it is idle for 10 minutes. It disconnects, this takes up a lot of extra time when we are busy.

Box 32. (Continued)

- Everything else. It's slow, sometimes hard to log on. Old machine was faster and more convenient.
- Everything. It takes too long to run license. The system will not let us log on even when the correct password is entered.
- Having to boot it up
- Having to remember to go back on line and disconnect
- Having to restart it so often
- If not used regularly, it requires us to reactivate the system.
- If the internet goes out, you cannot sell a license.
- It takes too long to connect and get a license. Even when you get connected it takes forever for screens to come up. I can write one out by hand faster.
- It takes a while to connect and get on to the site
- It takes several times to connect (sometimes connects on first try)
- It takes so long for the computer to boot up.
- It takes so-o long to log on.
- It takes too long to connect.
- It takes too long to get connected. It takes too long for some people to type in the info from driver's license. It takes up too much space.
- It takes too long to sell a license & other customers have to wait.
- It takes too long to connect to internet. It disconnects too quickly.
- It takes too long to connect. We sell a lot of licenses and we have only one system that makes it where our customers have to wait in line longer.
- It takes too long to get online.
- It's very slow- slow to sign on and its too long from point to another
- Keyboard gets bumped and it asks for password then needs to be rebooted
- Log-in's on time slow, system appears to be online when it is not.
- Much too slow ... takes way too long to get to selling screen.
- My system keeps going off system. I have to log on every time to get back in.
- Need to get on line faster. Takes too long.
- Nothing is quite as quick as our previous system.
- Server some times sets backed up and can not (do) a transaction.
- Sign on
- Sign on time takes too long. About 1/3 of the time when you sign on you get about halfway through process it will revert back to the original screen.
- Slow connections, time consuming, requires extra staff on opening days
- Slow dial-up
- Slow response time getting connected.
- Slow start up of system
- Slow to get the screen up at times
- Some time I have problems logging on, can not change name on license after marriage.

Box 32 (Continued)

- Sometime it take too long [illegible] pages to sell a license.
- Sometimes computer hangs up, hard to get on line, takes too long when you have other customers waiting in line. I like the other system better when you just slide the license.
- Sometimes it doesn't connect or open the application when I click icon.
- Sometimes it is slow to come up.
- Sometimes it takes too long to connect to the system
- Sometimes it takes too long for information to come through. Some people get impatient.
- Sometimes it takes too long to get into the system sometime the printer is a problem.
- Sometimes it won't connect.
- Sometimes the system is down, but it hasn't happened in quite a while.
- Sometimes the web site locks up and at times it's a little slow.
- Still takes longer than (old) system, having to re-log in takes up time.
- System does not load fast enough. Breaks down often- disconnects during sale.
- System overloads
- Takes a long time to get into the system
- Takes so long to log on
- Takes too long to log on
- Takes too long to connect and process license
- Takes too long to connect
- Takes too long to get online
- Takes too long to go online, too much trouble- long lines people get mad waiting in line.
- Taking a little time to start up when customer is waiting
- That some times in middle of sale I get disconnected or can not find pages screen comes up. I do not like that I can't add any virus protection or update windows to keep my computer safe.
- The amount of time you have to wait for system to connect
- The computer takes too long to connect to internet & G. Lodge. The computer is too slow (customers get aggravated and leave) even while doing license itself, the computer is slow to transfer information to GL Lodge while selling a license.
- The fact that if you have to walk away from the system for a bit it shuts down most of the time.
- The fact that it logs off internet so quickly. The fact once your in the license screen & see this customer has a license you can't get to the duplicate screen without starting over.
- The first steps getting online takes too long.
- The slow speed at the phone line to connect

Box 32. (Continued)

- The system is slow between each screen. Takes a while when you have to redial for connection.
- The time it takes to get into the system and the time it takes to sell a license and only making \$0.50 per license. Customers get frustrated with it.
- This system is hard to get online.
- Time involved in licensing system cuts out.
- Too hard to connect. Would be easier with scanner for licenses.
- Too slow to get online
- Too long for out of state people. Way too big
- Too time consuming to get online.
- Trying to connect to the system, takes too long to connect, customers get impatient
- Very poor online time system, sometimes system is very slow to get online.
- Waiting on dial up.
- Waiting time, holding line, computer errors, lines busy
- When it first came out using a dial up connection upset many of our customers. Wal-Mart stores already had high speed connection so they were fast at the start and customers left up because of the (start?) up problems they never came back. The new system also pays less and costs more.
- When I'm in the middle of a transaction, sometimes the computer freezes up and I have to re-boot and start from the beginning.
- You can never get online.

Box 33.**Question: "What Do You Like the Least ...?"****Subject: Computer Crashing**

- Computer crashes
- Crashes
- Crashes sometimes
- Crashes sometimes hard to reboot
- Not staying online long enough, having to reconnect each time you sell a license.
- Problems connecting
- System going down at times
- When it crashes
- When it crashes
- When it crashes
- When it crashes
- When it crashes

Box 33. (Continued)

- When it crashes
- When it crashes
- When it crashes
- When it crashes, it is a hassle
- When it crashes, downtime
- When it crashes, too long
- When the computer goes down, can't use it.
- When the system goes down it takes one to two hours to get back up.
- When we have to turn people down when it is not working.
- When you cannot connect to the internet you have to try several times or there are times when the computer just goes "nutty" and it seems like there is no one to help.

Box 34.**Question: "What Do You Like the Least ...?"****Subject: Data Entry**

- Can be slow, typing in all the DL info
- Filling out information on new customers
- Having to key in every license number & birth date.
- Having to put in the date of birth because it doesn't always match. They could put in a pop-up asking if this correct.
- If a person wants a two day license- we have to enter one day wait for the print page- go to modify- wait for it go back the page to put another day in, then go back to the print page. This takes up to much time. You should be able to get a 2-day at one time just like you do a 4-day license.
- It's too cumbersome, you have to enter to much info directly from the customers drivers license, and these are to many screens to go through
- It would be good if you could do a 1-day out-of-state license more than once on the initial screen instead of having to modify to do 2 1-day license (it would speed up things a lot)
- The fact once you're in the license screen + see this customer has a license you can't get to the duplicate screen without starting over.
- The time it takes to enter new individuals info the system
- You have to enter all the information where as before you could scan the strip & the information would be entered. Also on the big game, we have to ask about birds kill last season. My brother is hearing impaired & it makes this very difficult.
- You have to hit too many icons to log-on & log-off & to get to the license screen.

Box 35.**Question: “What Do You Like the Least ...?”****Subject: Assorted Program Problems**

- After the license is entered, why does the personal info screen come up? (Waste of time)
- It would be nice if you could use the LDWF number to find customers. Not all customers who have bought licenses will show up in the system.
- Computer doesn't remove license options already covered by a lifetime license like it does for senior hunt/fish
- Does not show lifetime license purchased by customer
- Have to print separate license to add endorsement after sale has been completed
- Hunter safety should show up on licenses automatically.
- I would like to see more instructions on screen, for selling the correct licenses. Also military seniors that do not need a license because of age (What age). Somehow include the federal stamp.
- Soft ware is easily corrupted or misleading
- You can't view the price and license menu unless you have the driver's license number.

Comments regarding information systems

There were six comments regarding the license vending system's ability to produce reports (Box 36). One could not get a report at the desired time and two could not print the reports.

Comments regarding licenses

There were 17 comments about “special” license categories: mainly, non-resident licenses, senior citizen licenses, and military licenses (Box 37). Respondents believe that non-resident licenses, especially, take a long time to issue.

[Text continued on page 73.]

Box 36.

Question: “What Do You Like the Least ...?”

Subject: Summaries and Reports

- Being a vendor- I would like a print out from the LDWF our profit monthly or yearly as a total
- Can't always get report in P.M.
- Can't get a print out of daily sales
- Does not print sales report
- Would like the ability to print a report of license sales for a particular time frame (possibly one we could e-mail to ourselves to print?)
- Would like to print out reports on printer

Box 37.

Question: “What Do You Like the Least ...?”

Subject: Special License Categories

- Amount of time it takes for out of state data entry
- Can only do Louisiana licenses
- Difficulty in assigning a license to someone over 16 but does not have a drivers license or I.D.
- Having to type in new NR-licenses.
- Inability to [make] military sales with out HE certificate.
- Keying in all info for non resident, ...
- Military or senior licenses make it freeze up
- N R (non-resident) entries are very slow- too much information to enter
- Non resident licenses take too much time.
- Non-resident licenses taking longer to proceed with steps to get license.
- Out of state input is time consuming
- Out of state licenses take too long to enter info
- Out of state licenses take up too much time.
- Problems with senior citizen's licenses
- Problems with the senior and military licenses
- The time it takes for out of state
- When they are not in the computer especially non resident takes time-(time consuming) but it works that's the main thing.

There were two comments pertaining to license regulations (Box 38), including identification requirements. Although these do affect vendors and the sportsmen they serve, wildlife and fisheries laws are beyond the control of the license vending system.

Two respondents bemoan their inability to issue lifetime licenses (Box 39). Their inability to do so, however, is not a function of the license vending system, but a matter of Louisiana Department of Wildlife and Fisheries policy.

General comments

Thirteen comments expressed general disdain for the licensing system (Box 40). Two expressed their preference for the former system.

Seven miscellaneous comments (Box 41) touched on a variety of topics. Some said that they did not use the system frequently. One would like to add a D.S.L. line to improve the operability of the system. One expressed a general dislike of computers.

Thirty-four comments, contrary to the intent of the question perhaps, were complimentary (Box 42). Twenty-two could find “nothing” that they liked least about the system.

Three comments were neither complaints nor compliments, but requests (Box 43). These included from changes in policy (prorated licenses), a request that the Department not change license system contracts immediately before hunting season, a desire for printed information regarding regulations and requirements.

Box 38.

[Text continued on page 76.]

Question: “What Do You Like the Least ...?”

Subject: License Regulations

- Customer aggravation over id. Requirements
- Too many separate licenses, need to group fishing, hunter & big game together.

Box 39.

Question: “What Do You Like the Least ...?”

Subject: Lifetime Licenses

- Can't sell lifetime license.
- Inability to sell lifetime license-with out HE certificate.

Box 40.

Question: “What Do You Like the Least ...?”

Subject: General Disfavor

- Absolutely everything
- Does not work
- Everything
- Everything
- Everything
- Everything
- Everything
- If you install a system, make sure it works!
- Most of the time it does not work
- Not always dependable, about 75%.
- The one we had before was easier than the present system
- The whole system
- We had a great system. It was simple and fast. We should consider bringing back the simple system. It worked.

Box 41.

Question: “What Do You Like the Least ...?”

Subject: Miscellaneous

- Do not sell a lot.
- “I don't like computers” All in all, it is a good system.
- My computer is dial-up internet. I would like to change it to DSL which I have in my store
- Only used for one charter boat rare occasions, to run 3 day charter passes.
- Very few licenses (sold) at our location
- We only have one clerk Monday through Thursday. The computer has to be out the [illegible] side away from our register and the customers will gather up quickly.
- Women who have been remarried get mad at the vendor if their old name comes up on license.

Question: “What Do You Like the Least ...?”

Subject: General Compliments

- I don't have an official complaint at this time. Our equipment and the system itself has been a tremendous usage for our business and customers. Our success has been handled with respect thanks to Louisiana Department of Wildlife and Fisheries.
- I have no complaints.
- N/A
- No comments
- No opinion
- No problems
- No problems!
- None
- None
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Overall I have no problems.
- Right now, I can't think of anything that I don't like about the system.

Box 43.**Question: “What Do You Like the Least ...?”****Subject: Requests**

- Please don't change affiliates 30 days before first hunting season.
- Some kind of program should be set up for a prorated license.
- Wish that they would send a book about the requirements.

The number of responses to the “like least” question should be adjusted by omitting the requests and complimentary responses. Subtracting these seven requests and 34 general compliments from the total number of comments (382), there are 341 critical written responses to the least like question.

Comparing Responses to the “Like Most” and “Like Least” Questions

The comparison of the patterns of responses to the “Like Most” and “Like Least” questions begins with an examination of the number of responses, that is, the number of respondents providing at least one comment in reply to the questions. There were 388 responses to the “Like Least” question and 369 responses to the “Like Most” question, a difference of 19.

Nearly 81 percent, 348 of the survey's 433 respondents, answered both the “Like Most” and the “Like Least” questions (Table 9). Thus 94.3 percent of the respondents who provided a “Like Most” response also provided a “Like Least” response. Similarly, 89.6 percent of the respondents who provided a “Like Least” response also provided a “Like Most” response.

Further detail is made necessary by the fact that 58 respondents provided a derogatory comment in response to the “Most Like” questions. All but two of them also

Table 9. Respondents Providing Written Answers to “Like Most” and “Like Least” Open-Ended Questions

		Did the respondent provide a written answer to the question “What did you like THE LEAST about the present electronic license system?”	
		No	Yes
Did the respondent provide a written answer to the question “What did you like THE MOST about the present electronic license system?”	No	24	21
	Yes	40	348

provided a critical “Like Least” response. These 56 respondents provided critical responses to both these questions.

All of the respondents who provided complimentary comments in response to the “Least Like” question also gave complimentary responses to the “Most Like” question. Thus, there were 34 respondents who provided complimentary responses to both of these questions.

The majority of respondents, however, could identify something to like and something to dislike in the license vending system. All together, roughly three-fifths (59.4 percent) of the survey’s 433 respondents simultaneously had both something nice to say (complimentary “Most Like”) and something negative to say (critical “Least Like”).

Table 10 provides a summary of the number of “Like Most” and “Like Least” comments by topical category. Overall, there were far more “Like Least” (465) comments than “Like Most” comments (390). Shifting the negative “Like Most” and the positive “Like Least” response into the more appropriate categories yields an even greater difference. Combined there were 486 negative comments (428 + 58) compared to 366 positive comments (332 + 34).

Table 10. A Comparison of “Like Most” and “Like Least” Comments in Topical Categories

“Like Most” Comments		“Like Least” Comments	
Topical Category	No.	Topical Category	No.
Convenience	67	Support Services	19
Speed	52	Speed	121
Reduced Paperwork	39	Lack of Driver’s License Scanner	32
Computerization	14	Costs and Compensation	28
Printer	3	Printer	23
Summaries and Reports	24	Summaries and Reports	6
Information about Customers	53	Size of Equipment	26
Information about Regulations	8	Machine	5
License Availability	22	Internet Connection	85
Duplicate Licenses	10	Computer Crashing	22
Vendor License Acquisition	5	Data Entry	11
General Compliments	9	Assorted Programming Problems	9
Miscellaneous	5	Special License Categories	17
Compliments with Reservations	21	License Regulations	2
		Lifetime Licenses	2
		Miscellaneous	7
		General Disfavor	13
Complimentary Comments in Response to “Like Most” Question	332	Critical Comments in Response to “Like Least” Question	428
Derogatory comments	58	Compliments	34
		Requests	3
Total “Like Most” Comments	390	Total “Like Least” Comments	465

Recommended Changes to the Electronic Licensing System

In the third open-ended question, respondents were asked to identify what changes they would like to see incorporated into the electronic licensing system (Box 44).

This item drew responses from 344 vendors, 79.4 percent of all respondents.

The written responses were read, reviewed and placed within twenty-two topical categories (Box 45). Some of these categories resembled elements identified under the “Like Most” and “Like Least” questions.

Box 44.

Questionnaire Item: Recommended Changes

What changes would you make to the present electronic license system?

Box 45.

Topical Categories for Responses to Question, “What changes would you make to the present electronic license system?”

- Quality of Service
 - Speed (Box 46)
 - Simplification (Box 47)
 - Support Services (Box 48)
 - Costs and compensation (Box 48)
- Equipment
 - Size of the Equipment (Box 50)
 - License Scanner (Box 51)
 - The Old System (Box 52)
 - Printing (Box 53)
- Technical Matters
 - Internet Connection (Box 54)
 - Computerization (Box 55)
 - Void System (Box 56)
 - Training (Box 57)
- Information Processing
 - Summaries and Reports (Box 58)
 - Information about Customers (Box 59)
 - Information about Regulations (Box 60)
 - Public Information (Box 61)
 - Hunter Education and H.I.P. (Box 62)
- License
 - Special License Categories (Box 63)
 - License Terms (Box 64)
- General Comments
 - General Compliments (Box 65)
 - Derogatory comments (Box 66)
 - Miscellaneous (Box 67)

Comments regarding the quality of service

The category with the largest number of comments under the recommended changes question is a simple desire for increased speed (Box 46). Fifty-eight respondents said they would like a faster system.

Eight respondents want a simpler system (Box 47). Half of those specified a desire for little or no paperwork.

Sixteen respondents called for improvements in the call-in support systems (Box 48). Twenty-two respondents believed that there should be changes in the structure of costs imposed and compensation made to the license vendors (Box 49). Some specified a reduction in costs by improving the efficiency of the system. Others would like to see an increase in the per-license compensation.

[Text continued on page 85.]

Box 46.

Question: “What Changes Would You Make ...?”

Subject: Speed

- A lot faster, one-stop shop
- Everything works well. As expected out in country, where we are it is slow getting online.
- Fast
- Fast
- Fast
- Fast, self explanatory
- Faster
- Faster
- Faster
- Faster
- Faster
- Faster and more reliable. Sometimes the system won't work (ex., won't pop-up the Great Lodge to sell a license.)
- Faster dial up
- Faster Faster Faster
- Faster internet.

Box 46. (Continued)

- Faster operation
- Faster sales- less computer time.
- Faster service
- Faster speed computer.
- Find a way to speed the system up.
- I would find a way to make it quicker ... to have and sell license. It could be used with little training and get the job done.
- Implement a magnetic swipe for driver's licenses that would read the license like a credit card, which would speed up the licensing process.
- It would be better if the computer system would be faster. We really don't have time to wait around for the computer to activate
- Just make it more efficient.
- Little slow also. Faster modem?
- Make it a little faster.
- Make it faster.
- Make it faster.
- Make it faster & more efficient.
- Make it faster so customers don't get mad.
- Make it faster.
- Make it faster. Sometimes it takes at least 7-8 minutes for one license.
- Make it quicker.
- Make it smaller and faster.
- Make the system faster in making license.
- Make the system faster.
- Mhz speed of the system
- More speed
- Needs to be faster
- On keyboard- Make it so we can scan their license if state resident.
- Quicker
- Quicker
- Quicker transaction time
- Sometime there is a long waiting time between the screen changes. I don't like waiting and most customers don't.
- Speed
- Speed it up.
- Speed it up.
- Speed it up.
- Speed it up.
- Speed it up.
- Speed the process up.
- Speed up sales.

Box 46. (Continued)

- Speed up the computer.
- Speed up the process.
- Speed up time and easier connect
- SPEED UP.
- SPEED!
- Speed. It is sometimes very slow.
- This computer is very slow. It takes 10-15 minutes to serve a customer.
- Too slow
- When we are selling hunting and fishing licenses, the customer does not want to spend the day being waited on. They want to proceed to the fishing hole or hunting ground. Some very unhappy people were very angry that the state did not have their p's and q's together.

Box 47.**Question: "What Changes Would You Make ...?"****Subject: Simplification**

- Get everything on board with one system.
- It would be better also if there was away for there to be a separate spot for basic/resident fishing licenses. I know you can go under charter pass only -but a basic fishing license button would be good.
- Less paperwork
- Make it easier if possible.
- No paperwork
- Self-contained, no papers
- Shorter steps (less)

Box 48.**Question: "What Changes Would You Make ...?"****Subject: Support Services**

- A 800 [telephone number] for questions concerning [illegible] the laws.
- A more cooperative and efficient vendor help when problems arise. Should have another means of asking questions concerning laws on weekends when necessary. If not for the public, but maybe just for the vendor.
- Better support team
- Find people to work who know more on how to fix things, know more license laws, and are nicer. I have some problems with attitude when I call.
- For people who know computers the system is good. People who don't have problems. When calling the support line, it major problem. Half the tech know less than me.

Box 48. (Continued)

- Give us a 1(800) number that can answer local questions. Great Lodge can't help with anything local. Why should I waste a long distance call to answer a question for a customer? I am not in business to lose money to inform customers.
- Locate a company that could make the system work like it suppose to.
- Need help menu for various requirement, i.e., senior license requirements.
- Need on-site technician to troubleshoot and solve electronic software problems. (Would need regular visitation and call-up maintenance service)
- Need some kind of back up for when we cannot connect. (What does a person do that tried to buy but couldn't because I could not connect.)
- Support 24-7's
- The people at Great Lodge seem to know a lot about the system. Every time I call L.D.W.F. they sound like they just started and can never answer my question.
- The service is poor. When you call to report problems you get hassled & it takes a long time before they respond. You must keep calling till finally you just give up, push the equipment aside & do not sell the licenses.
- There should be some sort of back-up systems that we should have in place to support the merchants when the electronic version is unavailable.
- They should be handled by a Louisiana company.
- Whomever you paid for this equipment was grossly overpaid. They did not take all the kinks out of the system before they installed it in the stores. They were, to say the least, not ready from the get-go. They also had no one available who could answer questions in a timely manner.

Box 49.

Question: "What Changes Would You Make ...?"

Subject: Costs and Compensation

- A dealer should make 10% on each license sold.
- A phone line as long as the current system (is in place?)
- An entire computer system for such a small service that is not profitable seems excessive. No other related services we provide require this. After credit card charges, clerk time, electricity, phone service, it costs the business to provide this service must increase compensation to retailer.
- Any location that sells over 10,000 in licenses should have the state install high speed hook-ups at no cost to vendor. All bcations should be able to (charge) convenience fees for credit cards purchases.
- Change commission fee from 50¢ to \$1.00.
- Do not like tying up my phone line to print a license. Vendors should receive more revenue from the sale of the license.

Box 49. (Continued)

- Don't charge me equipment or give interest in using my (money). Give back profit for each privilege. In the time it takes to sell 1 license and make a \$0.50 gross I could wait on 5 to 10 customers and make \$0.50 to \$2.00 on each. Who do you think I will take?
- For the amount of time it takes to get on-line and put in info necessary, I feel I probably lose \$1.00 per license sale per loss of employee time. I therefore am only continuing to provide this service for the customer- It costs me time and money!
- Get rid of this system. There is nothing you can do to bring down the cost and time to operate it. A vendor cannot break even with this system.
- Higher compensation for selling the licenses. Fifty cents doesn't even cover the expenses.
- Increase the fee paid to retailers for selling hunting license.
- Make it at least a break even cost system. The one we had before was faster and made more efficient. We also were paid per license, not per transaction.
- Make the good old government pay for the 'phone line. As usual the little man does the work and pays the cost. It isn't fair because we are offering a service for the government but we also are paying the price. There is no profit in this service if anything it is a liability for us. I am willing to sign this.
- More income on charter & out of state
- More revenue
- None since I have invested \$600 for my own P.C. and \$80 a month for a DSL line in order to get the system to run properly.
- Simpler- Faster- More profit for trouble smaller easier.
- Sometimes the profit on licenses (50¢) falls very short of credit card charges we pay to the credit card vendor. Example: Non-resident yearly license \$150.00 + Non-resident duck license \$25.00 = \$175.00 - 0.50 = \$174.50. Money paid to sell license on American Express = \$5.69
- Switch to a faster system (LDWF pay for DSL) Allow vendor to make more money off of a license sale.
- We need to make more profit off of licenses for going through all of the trouble. When we need to ask a question to the support line is not open on weekends where we need them.
- Why do we have to send in our voided license? We need more pay for selling your license. We went out a lot of expenses to start up so we could continue to give your customers this convenience. If it were not for us individuals, who would sell your license? The sheriff's offices were tired of (fooling?) with it. Wal-Mart cannot handle all of the load. So we all need a pay raise.
- Would to get the 50-cent fee when doing a HIP survey only C duplicate license to help pay for our separate phone line for the license system.

Comments regarding equipment

Many requests related to the nature and function of the equipment used by the license vending system. Thirty-nine called for a smaller machine (Box 50). Fifty-one desired a return to the driver's license scanner (Box 51). Another 28 called for a return to the "old system" (Box 52). Since the old system featured a modem-based device that read driver's licenses, the comments in this category should probably be included in the driver's license scanner category. Ten comments pertained to the printer or the licenses that they produce (Box 53). Most petitioned a faster printer. One requested troubleshooting for a printer that functioned inconsistently. Two asked for higher quality licenses.

[Text continued on page 89.]

Box 50.

Question: "What Changes Would You Make ...?"

Subject: Size of the Equipment

- Smaller (flat panel) monitors
- A thought- Card swipe for license
- Change the computer monitors to flat screen and
- Find some way of making the system smaller to take up less room in the store.
- Get a smaller machine that can be placed at the man's register!
- Go back to the smaller equipment. We do not have room for this large machine.
- I would find a way to reduce the space it takes to have and sell license. .
- I would like a smaller system like the one we used to have. It was small, but it worked fast.
- Less space.
- Machine that takes up less room.
- Make it smaller and faster.
- Make the unit smaller.
- Monitor and keyboard occupies 1/3 of the top of my desk. Use a fall, wall-hung monitor.
- More compact- i.e., counter space very valuable in c-store. Laptops to sell licenses?
- More compact monitor

Box 50. (Continued)

- More compact unit
- Need smaller electronics
- None really, maybe smaller computer's & monitors.
- Smaller access unit
- Smaller computer
- Smaller computer
- Smaller computer
- Smaller computer (lap top?)
- Smaller computer, bigger server
- Smaller computer
- Smaller equipment
- Smaller monitor
- Smaller monitor
- Smaller or integrated into one of our other systems
- Smaller pc
- Smaller systems
- Smaller unit
- Take up less space
- The computer should take up a lot (less) space.
- The use of a smaller unit like we had before. It took up less space.
- The whole system needs to be smaller.
- Use smaller handheld computers.

Box 51.

Question: "What Changes Would You Make ...?"

Subject: License Scanner

- A card swipe like the old one.
- A license swiper to be able to swipe all driver's license and customer information automatically came up on screen.
- A thought: card swipe for license.
- Ability to swipe driver's license, ability to sell lifetime license.
- Add a card scanner.
- Add a way to swipe driver's license. Post accurate rules and regs concerning license information.
- Add card swiper for DL.
- Add card swiper for DL.
- Add card swiper for DL.
- Add the Louisiana swipe machine back.
- Being able to scan DL instead of typing info

Box 51. (Continued)

- Card swipe
- Card swipe for customer information
- Card swiper for DL
- Card swiper for DL
- Card swiper for DL
- Card swiper for DL
- Driver's license scanner
- Driver's license swipe for guest
- Go back to a system like before, like a credit card machine, that you can swipe a DL and it doesn't take forever to sell a license (Getting ready to send this thing back. Not worth it.)
- Go back to swiping the driver's license.
- Go back to the card swipe terminal.
- Go back to the license swipe machine.
- Go back to the swipe of the driver's license.
- Go back to the system that you just swipe the customers driver's license.
- Go back to the system where you swipe driver's license. It was a much more functional system with very little down time.
- Have a scanning device.
- I would go back to the scan system it is much more efficient. The sports men and employee's do not like waiting around for the computer to work.
- I would like to be able to at least "swipe" resident driver's license for a quicker transaction, or sale of all LA licenses.
- I would like to be able to swipe drivers license & print
- I would like to have card swipe
- If this topic comes up for a vote, please say we would rather write them by hand than use this faulty equipment. The system you had before worked great. I simply slid the drivers' license in and out came the Hunting and Fishing license.
- Install a card swipe system.
- Install a swipe system for driver's license.
- It need a drivers license swipe card machine
- License scan capabilities
- License swipe
- Make it faster. Card swiper for DL
- Need license swipe unit. Would sure save lots of time.
- Need to go to a smaller system where we can just slide driver's licenses or ID cards. I liked the system before the computer. When it was an out of state or new person we just filled out a form and sent it in each week. Takes up smaller space on counter possible license scan.
- Possibly add a scanner to the system to swipe the customer's license on in order to save time during the busy season.

Box 51. (Continued)

- Provide a system that allows you to swipe a license from any state for personal information.
- Scan driver's license. Go direct to license codes
- Should be able to scan driver's licenses for information.
- Slide like a credit card.
- Swipe card would be best, just like a credit card
- Swipe drivers license if it is faster only.
- The old system seemed to be a decent size and also had a scanner for a drivers license.
- To get a swipe card machine
- Use up graded better computers and license scanner.
- We need to be able to swipe licenses to speed up the process.

Box 52.

Question: "What Changes Would You Make ...?"

Subject: Old System

- Go back to old system with keyboard.
- Change back to the old system.
- Everybody was very helpful, but there are too many problems with the system, the system we had before the PC was almost perfect. We have never understood why it needed changing.
- Get old one back and hurry!
- Get rid of it go back to old way.
- Get the old system back. The system we had before was very fast and we never had any problems with it. Please get the old system back, please.
- Give us back our old machine.
- Go back to former system.
- Go back to old system.
- Go back to the old machine.
- Go back to the old machines.
- Go back to the old system.
- Go back to the old system.
- Go back to the old system.
- Go back to the old system.
- Go back to the old system.
- Go back to the old way.
- Go back to the old way.
- I would go back to old system.
- I would like to go back to sliding a person's I.D. but have it work on out-of-state licenses, too.

Box 52. (Continued)

- Junk it! Take your loss and chalk it up to experience. The old system was 100 times better than this new one.
- Just find a better system. The old system was just fine.
- Make a fast like old machine so one cashier can handle store & (illegible) machine in one time
- Old system
- Return to previous system.
- Return to prior processing system
- Simplify it. (The previous system was a lot better)
- The old system seemed to be a decent size and also had a scanner for a driver's license.
- To just click on and just punch license number in and information. It was easy the old way.

Box 53.

Question: "What Changes Would You Make ...?"

Subject: Printing

- A quicker printer would help.
- Better printer
- Faster printer
- Faster printers DSL
- Faster printing process.
- Figure out why the printer decides to quit working in the middle of the day. It seems like the printer will work in the morning but after it sits still a while it doesn't wake back up when the computer wakes up.
- New printer
- New printer system
- Sturdier copy of license
- We as a company would promptly appreciate the courtesy by a Louisiana Wildlife and Fisheries if they would send plastic slips(?) for all printed licenses for our valued customers.

Comments regarding technical matters

There were many (52) calls for improvements in the internet connection (Box 54). All of these would prefer a faster system. Some specifically requested the installation of D.S.L. lines at the Department's expense.

Another 10 comments called for assorted improvements to the computer system (Box 55), including touch screens and automatic teller machine-like equipment. Four called for improvements in the void system (Box 56), the process by which licenses are canceled. Two respondents would like to see more training in the use of the system (Box 57).

[Text continued on page 93.]

Box 54.

Question: “What Changes Would You Make ...?”

Subject: Internet Connection

- A quicker connection
- Change from dial-up to DSL
- Come up with another program where it would not go off line between sales, very slow sometimes.
- Connected to system and speeding up the wait to sell licenses
- Dial up is too slow, especially when we have only one line
- DSL
- Faster computer & fast connecting time
- Faster connect time
- Faster connection & stay connected longer between sales.
- Faster connection at no cost to us. We are selling licenses as a courtesy to our customers.
- Faster connection
- Faster connections, smaller monitors & p.c.
- Faster dial up
- Faster DSL
- Get high speed connection so the license process is faster and stick with one carrier.
- Have dial up connection faster.
- I believe it is costing us to sell licenses rather than making a profit or coming out even.
- I would fix it so the internet stays connected during the busy time when we need it most then
- I would like to see this system hook to a satellite or cable modem. Where you will always stay
- If I could change something about the present electronic license system is that I would update (it.)

Box 54 (Continued)

- In the busy season not have so many disconnects when we are selling a license.
- Internet accessible
- It needs its own phone line so you can stay on line all the time
- It takes too long to get online!
- To make it quicker to load up and dial.
- It would be nice if we had a direct line so we wouldn't lose so much time! Dialing up the network
- It would stay connected to the internet longer, or it would connect faster. The program is a
- Make transfer of information Great Lodge faster so it doesn't take so long to sell license
- None other then staying online
- Offering high speed connection to all dealers who do not already have it.
- Pay for won DSL Line
- Scan DSL
- Speed of connection & selling license
- Stay connected
- Stay connected
- Switch to a faster system (LDWF pay for DSL) Allow vendor to make more money off of a license sale.
- System disconnect if screen remains idle for a period of time
- The net stay connected at all time
- To be able to get online a lot faster
- To get online faster
- To go to DSL instead of dial- up to make it quicker
- To not be a dial up system
- Up grade for faster response.
- Upgrade the connection and have at least two electronic systems with a faster connection.
- Upgrade to a quicker system. Provide a system that will let you log on and run license every morning.
- We could disconnect it when we don't need it.
- When you put it on line in the morning it will stay online until you shut it down.
- WLF should provide a faster internet service.
- Would like high speed connection

Box 55.**Question: “What Changes Would You Make ...?”****Subject: Computerization**

- Add to the screen the choice if is a dup. Instead of new an option to do the dup. Automatic if a person fits in the category where they do not need a license at all because of age after 2001 please say so
- ATM style machine
- Computerized
- Computerized
- Computerized
- Computerized, all information is there at once.
- Louisiana Wildlife and Fisheries should have their own machine where customers can go to the machine and purchase license on their own. Like an ATM Machine
- More machines
- The ability to use other functions of the pc, i.e. instant messaging, weather, etc., Excel and e-mail.
- Touch screen

Box 56.**Question: “What Changes Would You Make ...?”****Subject: Void System**

- Amount of time to do voids
- Better void process
- I recently had a problem with a 4-day license that couldn't be voided. It was on a Friday after hours and nobody could help me. By Monday it became a big deal and still the problem has not been solved.
- Why do we have to send in our voided license?

Box 57.**Question: “What Changes Would You Make ...?”****Subject: Training**

- Have a representative come by once a year to train new employee's and program computer for sign-on and password.
- More training

Comments regarding information systems

There were nine requests for improvements in the ability to generate summaries and reports (Box 58). Most of these would like an enhanced ability to retain information.

Another six believe that the system could better store and incorporate information about the license holders (Box 59). This may make it easier to decide what license to select for particular customers.

There were six additional requests for information about the regulations themselves (Box 60). In a similar vein, four respondents would like the Department to improve its transmission of information to the general public (Box 61).

There were four comments pertaining to hunter education (Box 62). They would like the hunter education information to be integrated into the other information about hunting licenses present in the system. One respondent, doubting the efficiency and accuracy of the H.I.P. system, recommended scrapping it.

[Text continued on page 95.]

Box 58.

Question: "What Changes Would You Make ...?"

Subject: Summaries and Reports

- Ability to print reports
- Automatic print out of sales
- Daily reports abilities to receive.
- Information retention
- Information retention
- Information retention
- Information retention, fast
- Informative, updating
- Record retention

Box 59.**Question: “What Changes Would You Make ...?”****Subject: Information about Customers**

- I would add the ability to use the LDWF numbers. It would be nice if you could change the spelling of names without contacting the Louisiana Dept of Wildlife.
- I would have the customer search and fishing license screen all on the same page. Even if it is a new customer you could choose the type of license, go to screen for new customer type in information then go straight to print page.
- Make it simple- enter name and driver's license number then go directly to license screen. If an agent checks and is suspicious of the license he can ask to see then drivers license and check the numbers. The state does nothing with all the other information anyway; it's a waste of time.
- Possibly show that license the customer currently has or what licenses they need for certain things hunting for ducks- and it would check off all the licenses the customer needs to hunt ducks.
- When the customer's information is entered for a sale, it would select the appropriate license according to birth date and locale.
- When you enter a customer's driver license OR social security number, have the computer cross link into data base & install onto screen all other info.

Box 60.**Question: “What Changes Would You Make ...?”****Subject: Information about Regulations**

- Every license should have a better description or what it is. License vendor needs to be better informed on the hunters & fishing licenses requirements. (In and out of state).
- More information on license guidelines
- More information on what each license covers and who needs to purchase them (example: resident hook and line, R/NR charter passenger-3 day, Resident trapper, Red wire nets, etc.)
- Post accurate rules and regulations concerning license information.
- Ship or deliver hunting pamphlets advertise license available at locations.
- Would be able to pull up all rules and regulations on-line.

Box 61.**Question: “What Changes Would You Make ...?”****Subject: Public Information**

- Also we never receive any brochures or information packets. I had to ask the lake patrol officer questions on licenses.
- Have more information on the computer for us to be able to answer questions for customers instead of having to set on the phone to get answers.
- Inform the public that it is the law that they have a Louisiana driver’s license or LA ID.
- Need to add an option to request regulation books.

Box 62.**Question: “What Changes Would You Make ...?”****Subject: Hunter Education and H.I.P.**

- Have hunter safety info in system like other info.
- Once we have entered the customer's hunter safety license, it should stay entered in the system for the following years like their other information does.
- Store the hunter's education number to each customer so it doesn't have to be typed every year.
- The addition of a hunter safety look-up like they have in California
- Remove Hip certification. All hunters do not tell the truth on harvest numbers. All they want is to have the certification on their license to prevent being issued a citation while hunting migratory birds. Issue the certification-forget about questionnaire. It is too time consuming to ask all of the questions during peak periods especially in September when dove season opens and duck season in November. Hunters will never give accurate harvest information voluntarily; check our records. Every hunter gives the lowest possible number to avoid attracting attention and to avoid being contacted by your department.

Comments regarding licenses

There were seven requests for improving the issuance and delivery of non-resident, elderly, and senior citizen licenses (Box 63). Five requested changes in the terms of hunting and fishing licenses which touch on legal and regulatory issues that are beyond the purview of the licensing system (Box 64).

Box 63.**Question: “What Changes Would You Make ...?”****Subject: Special License Categories**

- Correct the problems with the senior and military licenses
- Non resident license should be easier.
- Problems with senior citizen licenses
- Shorten process for out of state entries
- Something easier for non-resident fishing license.
- The license offered to res. active military for hunting & fishing needs to be separated into two separate licenses as they are for non resident active military due to the fact that those born after Sept 1, 1969 do not have a hunter’s safety certification number. So if they only want to fish, they have no choice but to buy a regular resident fishing license.

Box 64.**Question: “What Changes Would You Make ...?”****Subject: License Terms**

- Annual license should be valid for 1 year from date of purchase(Non- Resident)
- For license to expire one year from the date of purchase
- Make license expire on Dec, 31st instead of June 30th.
- Make license good from 1 year of purchase date.
- Sell fishing license from date of sale for 1 year instead of June to June

General comments

There are two categories for comments that did not offer suggestions for changes but presented, instead, compliments (Box 65) or criticism (Box 66) about the existing system. Five comments made reference to such miscellany (Box 67) as deleting the birthday entry and adding endorsements after the sale. Included in this category is one vendor’s description of the difficult time she had in obtaining a license for the daughter of a local political figure.

[Text continued on page 99.]

Question: “What Changes Would You Make ...?”

- Convenient, user friendly
- Convenient, user friendly
- Ease to use
- Easy to access, convenient
- Easy to use
- Easy to use
- Easy to use
- Easy to use
- Efficiency, fast
- I can't think of any.
- I do not know of any at this time.
- It's better than writing them.
- It's ok.
- N/A
- No changes necessary to the system or to any other parts of the equipment.
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None at this time
- None at this time
- None- System will continue to improve through time.
- Not qualified to make a judgment
- Nothing
- Nothing
- Nothing
- Nothing

Box 65. (Continued)

- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Our experience with the system has been good. It is user friendly. Thanks.
- Satisfied
- The system is fine at the time.
- The system works well.
- User friendly
- We don't need changes

Box 66.

Question: “What Changes Would You Make ...?”

Subject: Derogatory Comments

- Do away with the computer system
- Everything
- Everything
- Everything & put LDWF in vendors' shoes
- Get rid off it!
- Hard to rate system- I guess if I am thinking of getting out of doing it. It says it all I have been issuing license for many years. Have never seen something go so backwards as this system did.

Box 66. (Continued)

- I don't know but something.
- I would replace it
- Junk it! Take your loss and chalk it up to experience....If I was not in the business, I would not keep this mess one more day. I am aggravated when I use it, customers get tired of waiting and LDWF gets bad-mouthed.-Signed C.T., 5/13/2005
- New system
- Not sure how to fix problems
- Scrap

Box 67.**Question: "What Changes Would You Make ...?"****Subject: Miscellaneous**

- Aren't you going to discontinue this type of system if we use deer tags?
- Be able to add endorsements after sale is completed.
- Delete birthday entry
- Once one of our state representative's daughters came in for a fishing license and we could not issue her one, but could not find out why! I personally called her up to say sorry.
- The main reason I have trouble with the system is I never operated a computer before this system was in effect. I am learning a little by having to use a computer but will never completely with using one.

Conclusion

Vendors' perception of the license vending system has improved somewhat since it was first implemented in September, 2004. Nevertheless, there remains a considerable amount of dissatisfaction with the system. Many respondents encounter delays and disconnections when using the system. Frequent complaints about the speed and reliability of the system are found among the written comments.

Many respondents would like a faster system. A certain segment of the vendor population seems to prefer the previous modem-based system with a driver's license scanner to the current system.

Vendors reporting a larger number of licensing transactions claim a higher level of satisfaction than those vendors who have a smaller number of transactions. These larger vendors in many cases also have a more complimentary assessment of the call-in support service than their smaller counterparts.

What affects private license vendors affects the way the Department serves the hunting and fishing public. Using the Department's records, the next section of this report continues with an investigation of changes in statewide private license vendor activity before and after the installation of the current electronic licensing system. Vendors are segregated into groups or tiers on the basis of size and geography to investigate recent declines in the number of vendors, licensing transactions, and Department revenue.

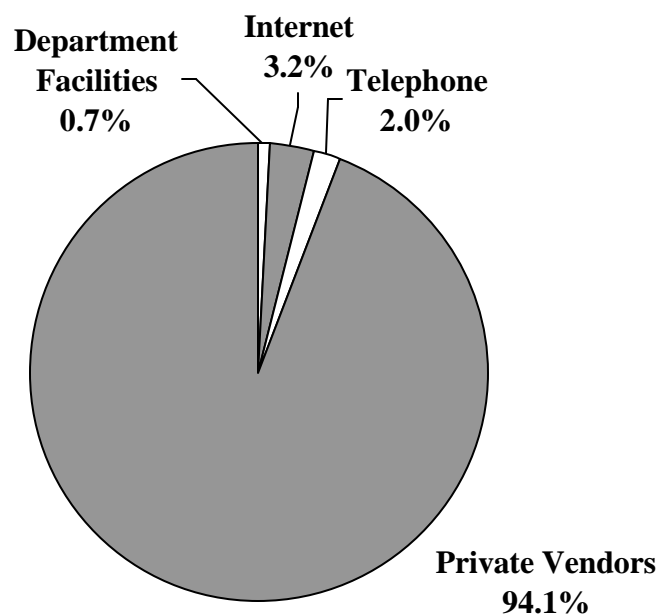
Discontent with the electronic license system among vendors with smaller numbers of transactions may be a contributory factor in the decline in the number of Department of Wildlife and Fisheries license vendors in the state of Louisiana. While it is premature to assign the cause of this decline entirely to vendors' difficulties with the current electronic licensing system, it is reasonable to assume that, at the very least, such problems hamper vendors' willingness to continue offering Wildlife and Fisheries licenses.

Statewide License Vendor Trends

The Department of Wildlife and Fisheries Licensing Section maintains records on all license vendors including location, number of transactions, revenue generated for the Department, and commissions earned on licensing transactions. A complete data set for license vending activity exists for license year 2001 (June 1, 2000 – May 31, 2001), the first complete year during which an electronic license system was in operation, through fiscal year 2005 (June 1, 2004 – May 31, 2005).

Private vendors are by far the public's most common source of hunting and fishing licenses, comprising 94.1 percent (1,599,309) of all license privileges issued in 2005 (Figure 26). Combined internet and telephone sales (88,176) were 5.2 percent of all license privilege sales. Less than one percent (12,656) were acquired at Department facilities.

Figure 26. License Privileges Issued by Vendor Type: Fiscal Year 2005

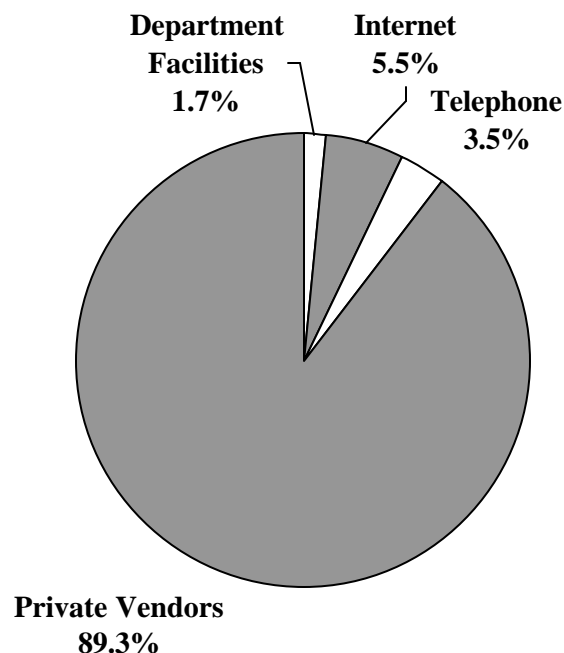


Similarly, most of the Department's license revenue is generated through private vendors' activities. In 2005, 89.3 percent of all license revenue (\$15.5 million) was attributed to private vendors' license sales (Figure 27). Telephone and internet sales (\$1.5 million) generated approximately 9 percent and Wildlife and Fisheries facilities less than 2 percent of all license sales revenue (\$303 thousand).

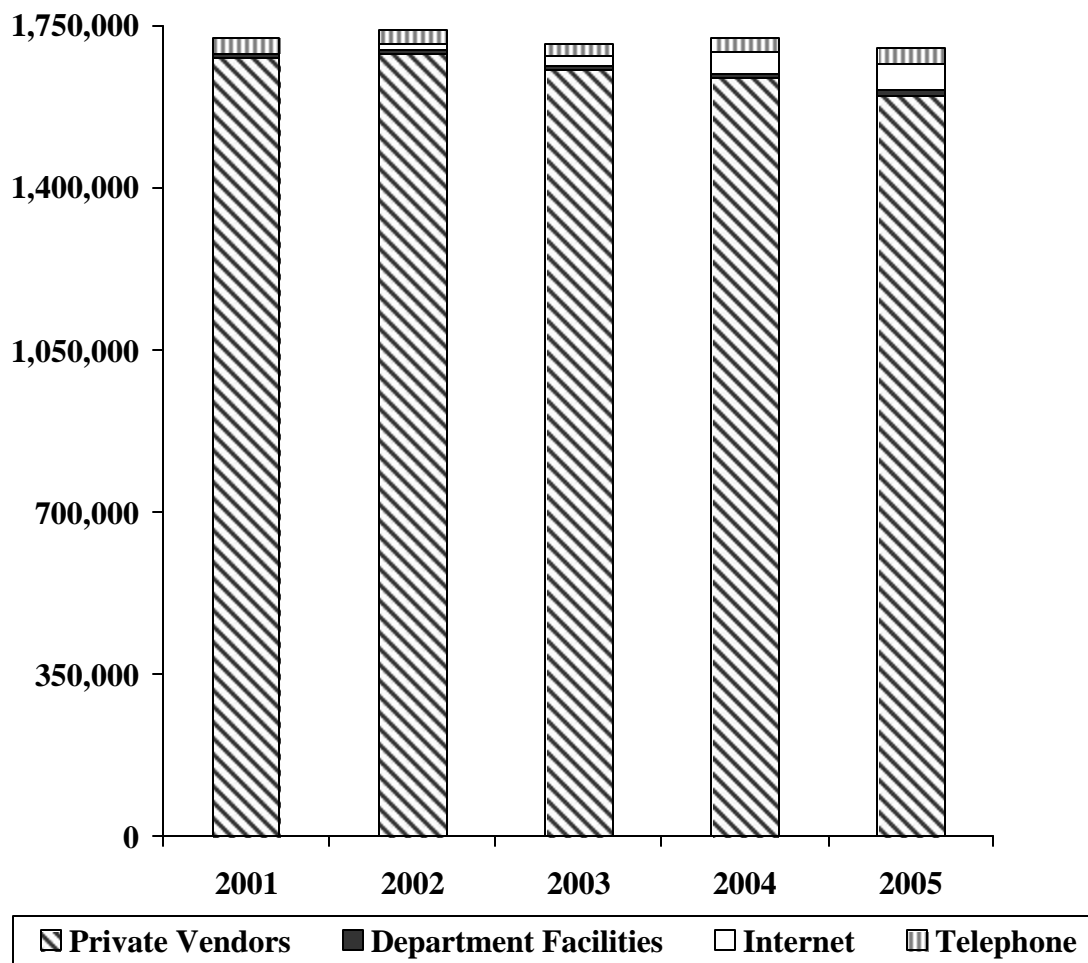
Since 2001, license privileges issued through private vendors have fallen from 1.7 million (97.5 percent of all privileges) to the current 1.6 million (94.1 percent) (Figure 28). Department revenue from private vendors has fallen from \$17.3 million in 2001 to \$15.5 million in 2005 - from 94.3 percent of total license revenue to 89.3 percent (Figure 29).

The number of privileges issued by telephone has risen slightly from 32.2 thousand in 2001 to 34.2 thousand in 2005, representing approximately two percent of

**Figure 27. Department Revenue Generated by Vendor Type:
License Year 2005**



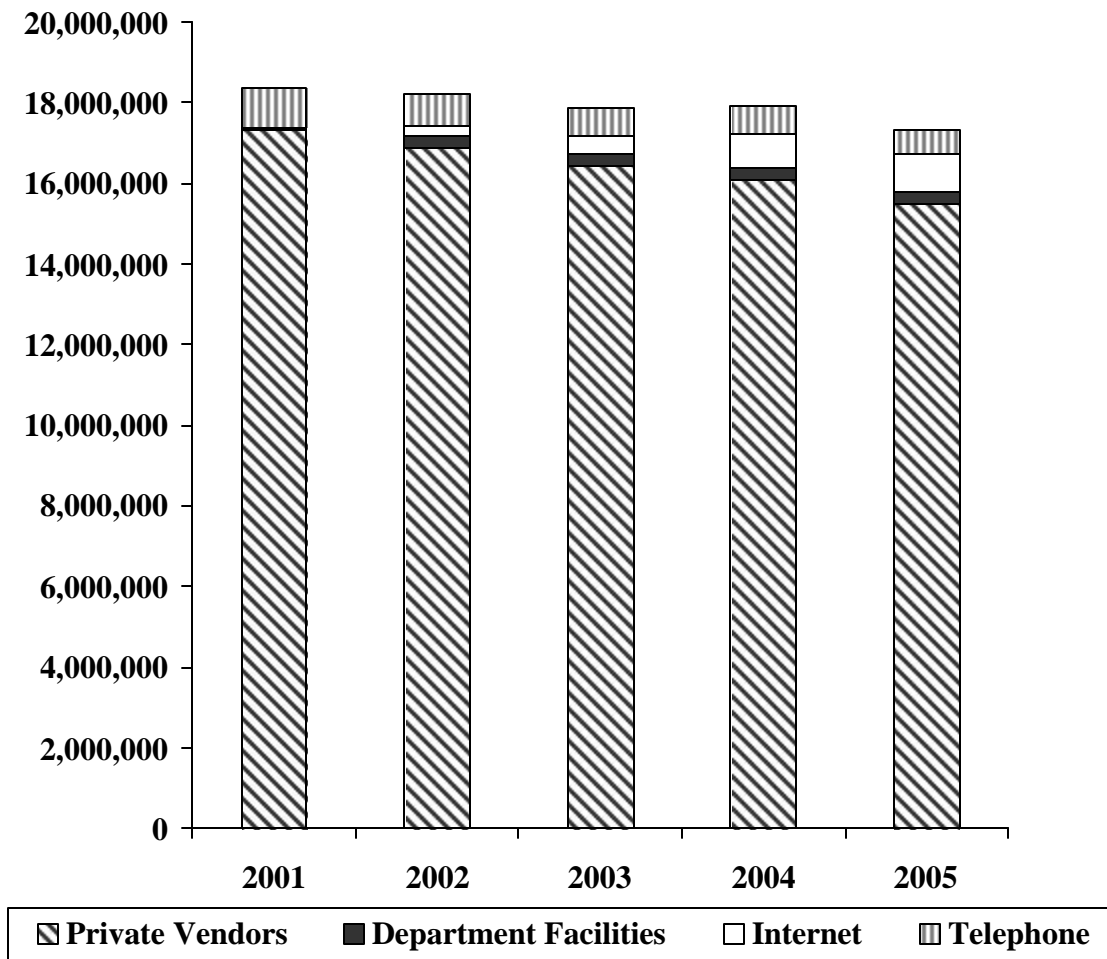
**Figure 28. License Privileges Issued by Vendor Type, by License
Year: 2001 - 2005**



annual license privileges. The portion of license revenue attributed to telephone transactions has dropped from 5.2 percent (\$960 thousand) to 3.5 percent (\$598 thousand). Internet sales revenue has quadrupled from \$251 thousand in 2001 (3.2 percent of license revenue) to \$949 thousand in 2005 (5.5 percent of revenue).

Since their initial availability in 2002, license privileges obtained through internet sales have grown from 10.8 thousand (0.6 percent) to 54.0 thousand (3.2 percent) in 2005.

**Figure 29. Department Revenue Generated by Vendor Type, by
License Year: 2001 - 2005**



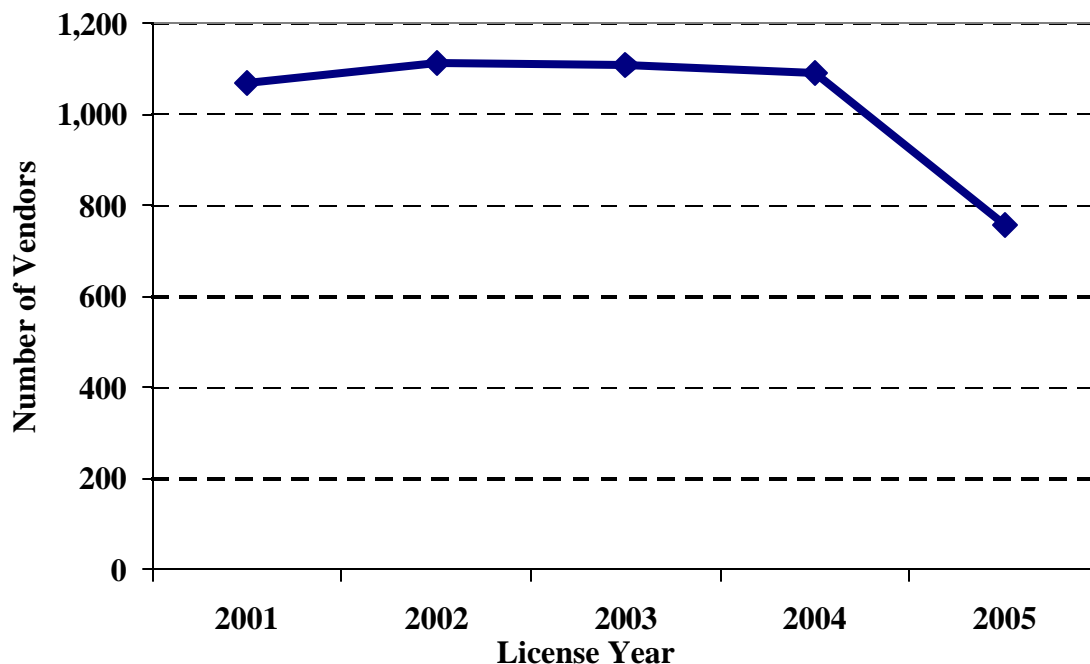
Between 2001 and 2005, Louisiana Department of Wildlife and Fisheries facilities have distributed a fairly consistent 10.8 thousand to 12.7 thousand privileges per year (0.5 to 0.7 percent of the annual total). The license revenue obtained at Department facilities has risen from \$81.9 thousand in 2001 (0.4 percent of annual license revenue) to \$303 thousand in 2005 (1.7 percent of annual license revenue).

Private License Vendors' Transactions and Revenue

As the number of licensing privileges issued through private vendors has declined, so has the number of participating vendors (Figure 30). The population of vendors who were active in any portion of the license year rose slightly from 1,069 in 2001 to 1,110 in 2003. Since the installation of the current electronic license system in 2003, that number has dropped to 1,092 in 2004 and 758 in 2005.

Previously, this analysis has examined licensing activity in terms of the total number of “privileges” distributed through various vendor types: internet, telephone, Department facilities, and private vendors. A similar analysis based on licensing transactions may yield additional insights. Whereas a “privilege” is the exchange of one service or license, a “trans action” is a complete interaction between a vendor and licensee that may involve multiple licenses or privileges. (For example, a

Figure 30. Number of License Vendors: License Year 2001 - 2005

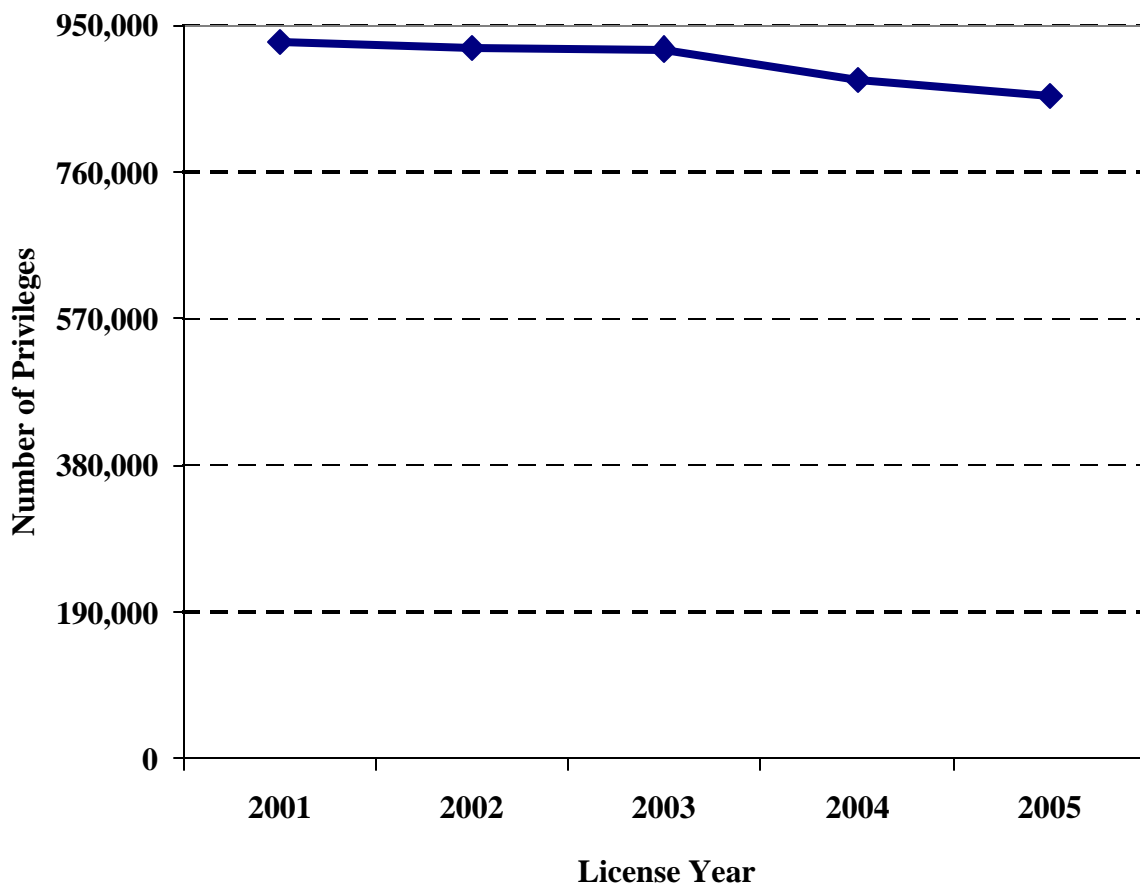


a sportsman's simultaneous acquisition of a hunting license and a fishing license would be treated as two privileges but one transaction.)

Trends in Licensing Transactions

The number of licensing transactions has declined continuously since 2001 (Figure 31). This decline was relatively moderate for the first two years (from 927,214 in 2001 to 918,835 in 2003). Since the installation of the current electronic license system in 2004, the number of transactions has fallen at a more notable pace: a drop of over 40,000 in 2004 (to 878,714) followed by a drop of over 19,000 in 2005 (to 859,119).

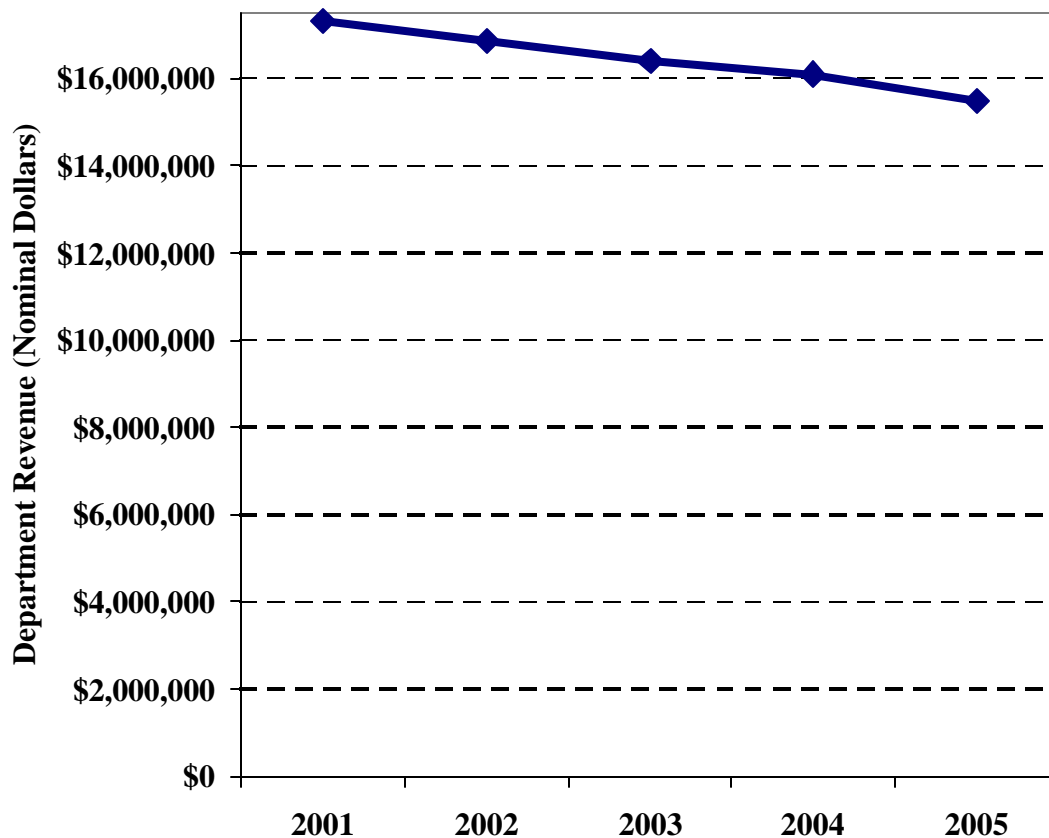
Figure 31. Number of Licensing Transactions Made by Private License Vendors: License Year 2001 - 2005



Trends in Department Revenue

A decline in revenue accruing to the Department from private vendor activities since 2001 has coincided with the decline in license transactions (Figure 32). However, there is no clear indication that the rate of revenue loss accelerated after the adoption of the current electronic license system in 2004. Between 2003 and 2004, the decline in Department revenue from private vendor sales was \$927,994, only marginally more than the drop in revenue (\$897,046) over the previous two years (2001 – 2003).

Figure 32. Department Revenue from Private Vendor License Sales: License Year 2001- 2005



Trends in Transactions Averages and Medians

The trends for average and median number of transactions per vendor have followed similar paths: a gradual decrease from 2001 to 2004 followed by a sudden rise in 2005 (Figure 33). During this period, the average number of transactions per vendor has consistently exceeded the median number of transactions per vendor. This gap between the average and the mean suggests a fair amount of “concentration” in the license distribution system: a small share of vendors is responsible for a relatively large number of transactions. In every year since 2001, fewer than ten percent of the vendors processed fifty percent of the transactions (Table 11).

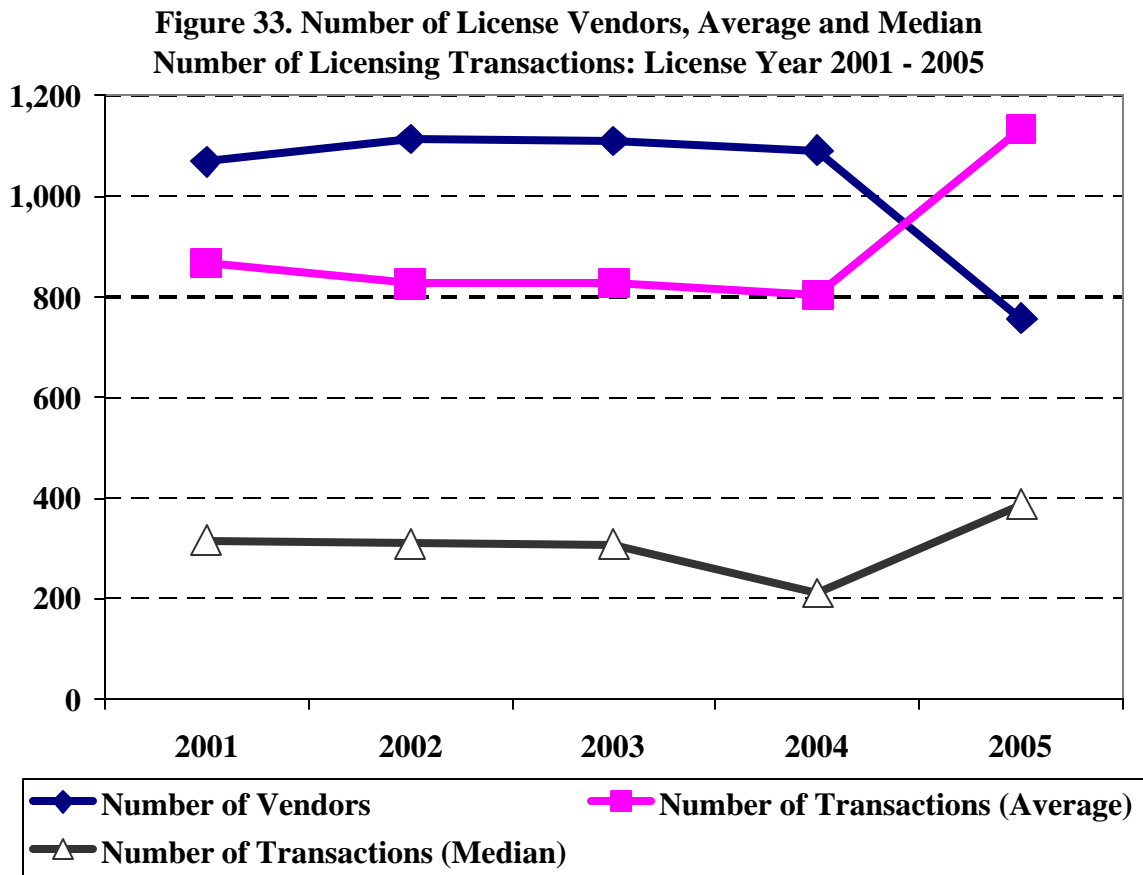


Table 11. Number of the Largest Vendors Who Collectively Generated Fifty Percent of All Transactions

License Year	2001	2002	2003	2004	2005
Number of Largest Vendors	83	83	84	73	70
Percentage of Population	7.76	7.45	7.57	6.68	9.23

The sharp increase in the average and median number of transactions coincides with a sharp decrease in the number of vendors. This suggests that the departure of vendors has been concentrated among those smaller vendors who sell fewer licenses. Most of the vendors who have ceased selling licenses had formerly processed a relatively small number of transactions. Those vendors who handled a large number of transactions are less likely to leave the license vending system.

Trends in Average and Median Department Revenue

The trends for average and median Department revenue per vendor (Figure 34) demonstrate a resemblance to those for average and median transactions per vendor. A gradual decline between 2001 and 2004 was reversed by a sharp rise in 2005. Again the average revenue per vendor is greater than the median revenue per vendor, another indication of “concentration” in the license distribution system. For each year since 2001, half of the Department’s private vendor license revenue came through less than ten percent of the vendors (Table 12).

As was true of the trends for transactions per vendor, increases in average and median Department revenue contrasted with a decrease in total revenue. This suggests that many of the vendors who exited the license vendor system were those who produced a relatively small amount of Department revenue. Those vendors who generated a relatively large amount of revenue for the Department were less likely to cease issuing licenses.

Figure 34. Total, Average, and Median Department Revenue per Private License Vendor: License Year 2001 - 2005

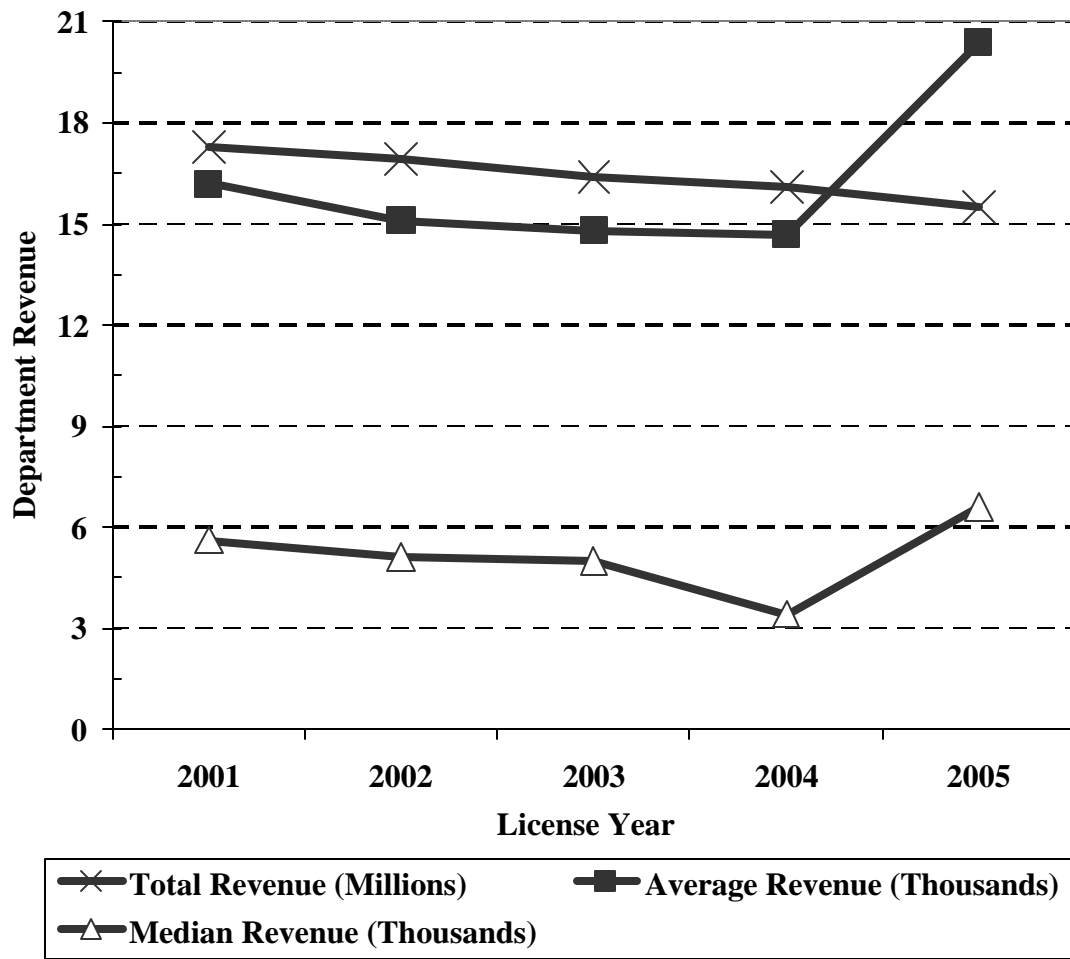


Table 12. Number of the Largest Vendors Who Collectively Generated Fifty Percent of All Private Vendor License Revenue

License Year	2001	2002	2003	2004	2005
Number of Largest Vendors	84	80	81	71	69
Percentage of Population	7.86	7.18	7.30	6.50	9.10

Trends in Private Vendor License Activity by Vendor Size

This examination of trends in license distribution activity continues by establishing four “tiers” based on the number of annual license transactions vendors made throughout the year. The ranges defining the tiers were set according to the boundaries of the quartiles of license transactions in 2003. Tier 1 contains vendors who processed a small number of transactions (109 or fewer) and Tier 4 those with a large number of transactions (709 or more). Tier 2 is comprised of those vendors with 110 to 307 transactions and Tier 3 includes those with 308 to 708 transactions.

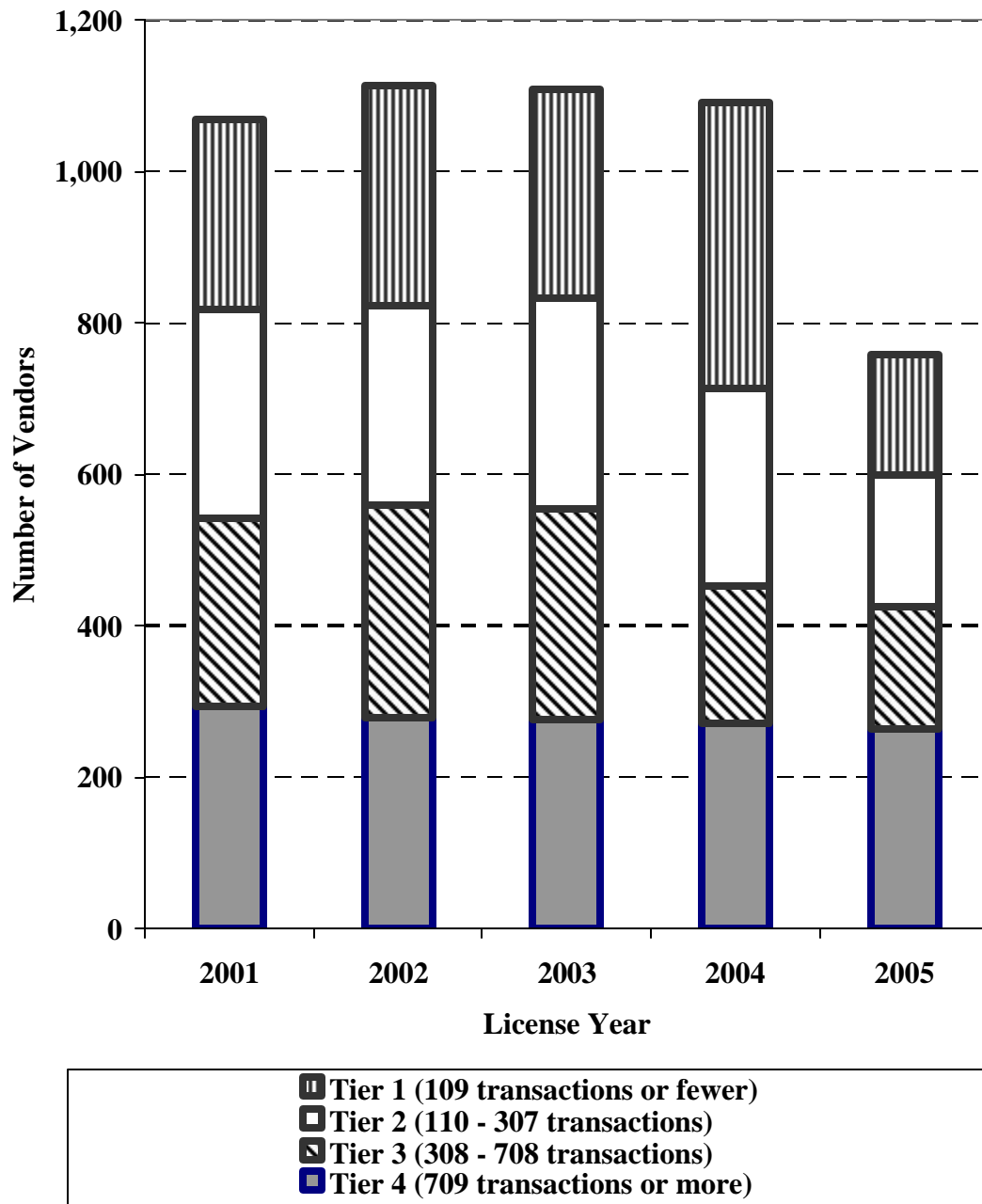
Trends in Vendor Populations by Tier

The number of vendors in the top tier (Tier 4) has declined by 9.9 percent from 293 in 2001 to 277 in 2003 to 264 in 2005 (Figure 35). A steeper decline is evident in the lower tiers. Between 2003 and 2005, the number of vendors fell by 117 in Tier 3 (a 42.1 percent decline); by 96 in Tier 2 (37.5 percent); and by 118 (42.4 percent) in Tier 1.

Between 2001 and 2003, the percentage of the vendor population within each tier was relatively stable, varying between 23 percent and 27 percent. Wider disparities appeared beginning in 2004. Tier 4 vendors comprised 24.8 percent of the 2004 vendor population and Tier 2 vendors 23.9 percent. The percentage of the vendor population in Tier 3 (medium-large) fell to 16.7 percent of all vendors while that in Tier 1 (small) rose to 34.6 percent of all vendors in 2004.

In 2005, the vendor population became more “top heavy.” More than a third (34.8) percent of the 2005 vendor population is in tier 4 (large). Meanwhile, the number of Tier 1 (small) vendors fell to only 21.1 percent of the total vendor population. The

Figure 35. Number of License Vendors by Tier, By License Year
Year: 2001 - 2005



number of vendors in Tiers 2 and 3 comprised 22.8 and 21.2 percent of the vendor population, respectively.

Trends in Transactions by Tier

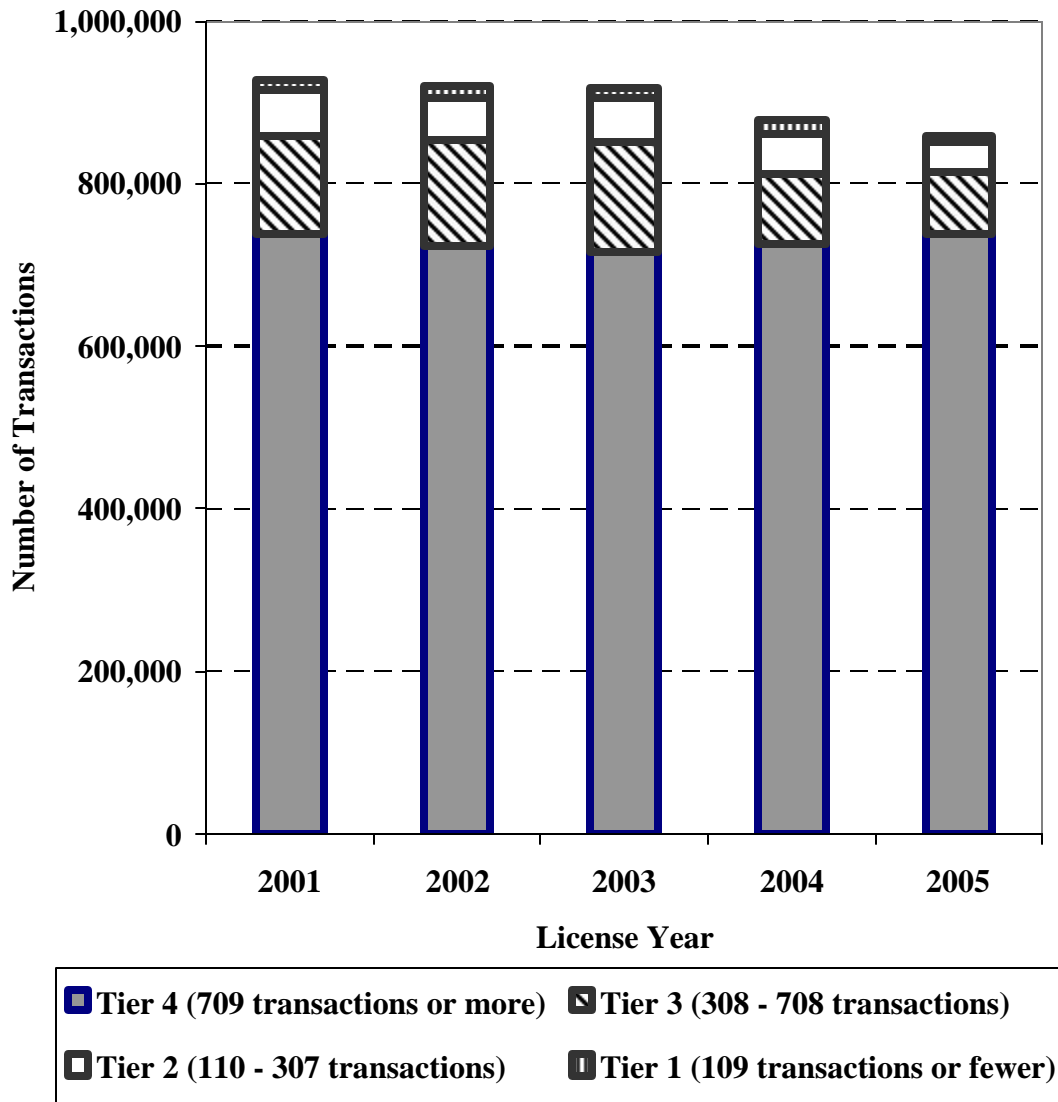
Since 2001, the number of transactions made by vendors in Tier 4 has fluctuated slightly, from 737,751 in 2001 down to 716,969 in 2003 and then rebounding to 738,772 in 2005.

Starker trends are observable in the number of transactions handled by vendors in the other tiers. Between 2001 and 2003, there was a decrease in the number of vendors in Tier 2 and increases in the number of vendors in Tier 3 and Tier 1. Since 2003, there has been a decline in the number of vendors in each of these three categories. Concurrently, from 2003 to 2005, the number of transactions processed has fallen by 43.0 percent for Tier 3 vendors; by 32.2 percent for Tier 2 vendors; and by 44.4 percent for Tier 1 vendors.

As the decline in the number of vendors in the three lower tiers has progressed, a larger portion of transactions are being made by a smaller number of vendors. In 2003, for example, 277 vendors in Tier 4 (one-quarter of that year's total population) accounted for 78.0 percent of all transactions. In 2005, 264 Tier 4 vendors (34.6 percent of that year's population) made 86.0 percent of the total transactions for the year.

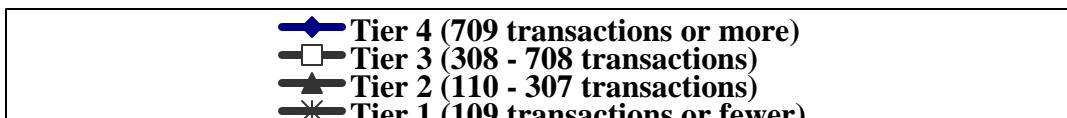
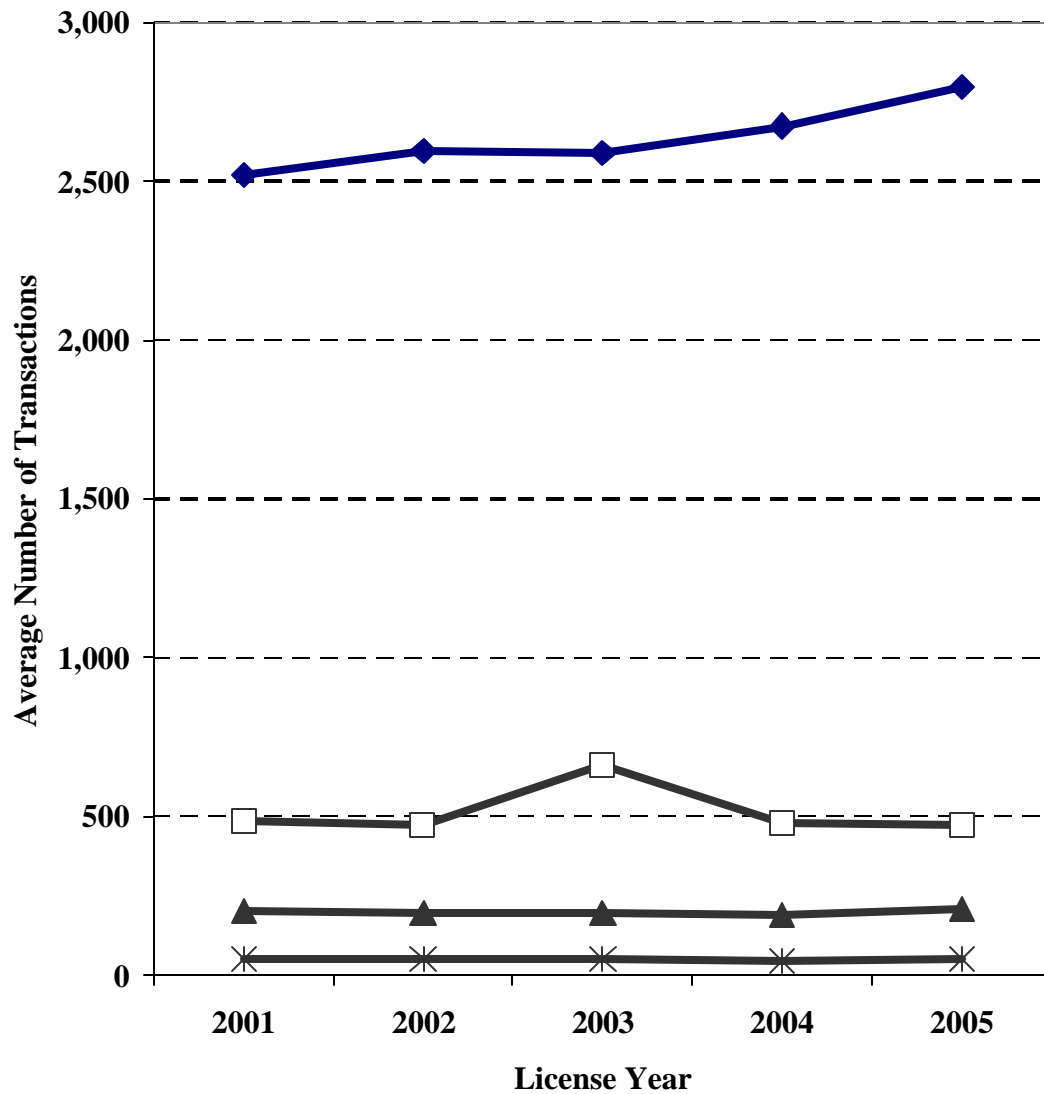
The portion of all transactions made by Tier 3 vendors fell from 14.5 percent in 2003 to 8.8 percent in 2005, while the portion made by Tier 2 vendors fell from 5.9 percent to 4.2 percent. The portion of transactions made by Tier 1 vendors initially rose from 1.6 percent of all transactions in 2003, to 2.0 percent in 2004 before dropping to 0.9 percent in 2005.

**Figure 36. Number of Transactions by Tier, By License Year:
2001 - 2005**



Between 2003 and 2005, the average number of transactions per vendor (Figure 37) for Tier 4 vendors rose from 2,588 to 2,798. The average for Tier 3 vendors fell from 659 per vendor in 2003 to 472 in 2005. Tier 2 vendors experienced a small increase in the average number of transactions per vendor from 196 in 2003 to 210 in 2005. The average number of transactions for Tier 1 vendors has been relatively stable at approximately 50 per vendor.

**Figure 37. Average Number of Transactions, By Tier:
License Year 2001 - 2005**



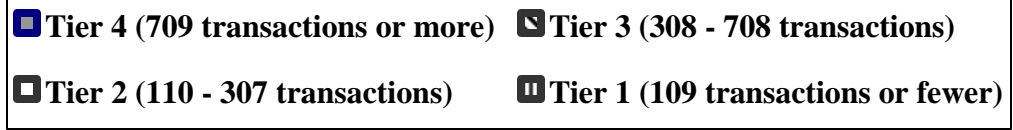
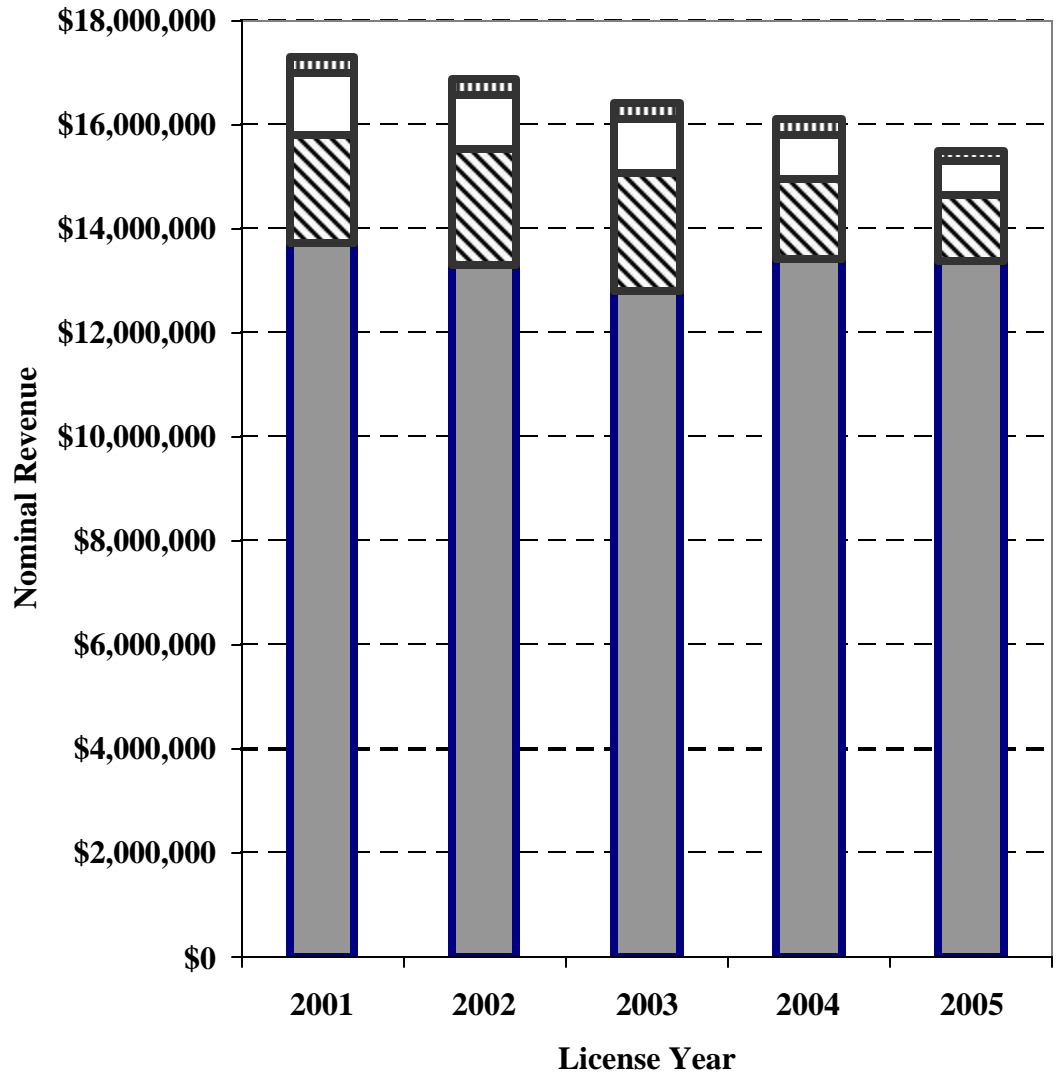
Trends in Revenue by Tier

As the number of transactions reported in each tier has varied, so has Department revenue. While the sum of Department revenue from total private license vendors dropped from \$16.4 million in 2003 to \$15.5 million in 2005, the sum of revenue from Tier 4 vendors has increased by one-half million dollars from \$12.8 million in 2003 to \$13.4 million in 2005 (Figure 38). Department revenue from Tier 3 vendors has fallen by approximately \$1 million dollars from \$2.3 million in 2003 to \$1.3 million in 2005. Department revenue from Tier 2 vendors has fallen from \$1.0 million to \$0.66 million and revenue from Tier 1 sources fell from \$0.31 million in 2003 to \$0.18 million in 2005.

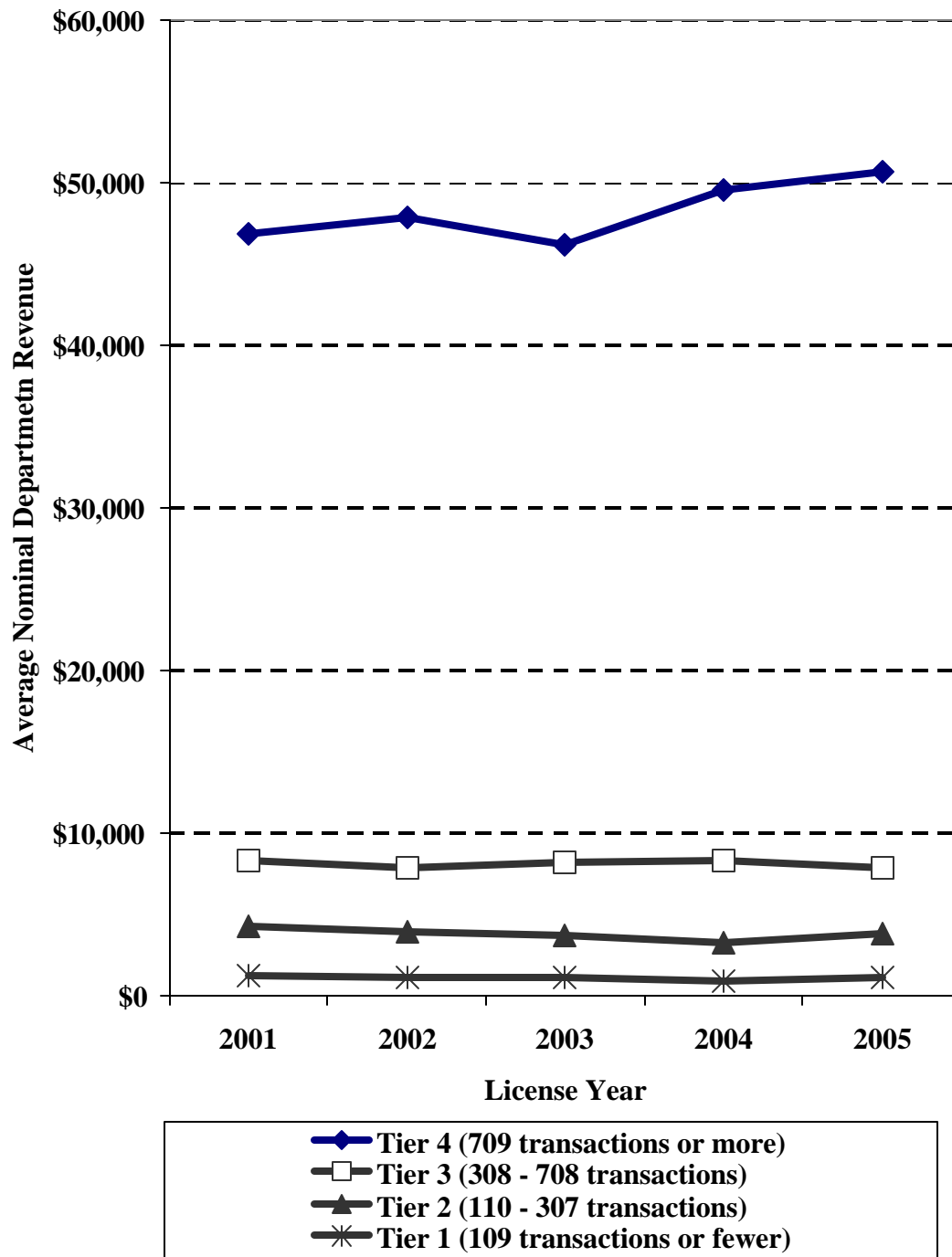
The portion of total annual Department revenue coming through Tier 4 vendors rose from 78.0 percent in 2003 to 86.4 percent in 2005. The portion from Tier 3 vendors fell from 13.9 percent in 2003 to 8.2 percent two years later. The combined revenue from Tier 2 and Tier 1 vendors dropped from 8.1 percent of total Department revenue in 2003 to 5.5 percent in 2005.

The average Department revenue per vendor in tier 4 rose from \$46,213 in 2003 to \$50,653 in 2005 (Figure 39). The average in Tier 3 has declined from \$8,184 in 2003 to \$7,906 in 2005. The Tier 2 average revenue per vendor increased somewhat from \$3,715 in 2003 to \$3,821 in 2005. The average Department revenue per vendor in Tier 1 declined slightly from \$1,125 in 2003 to \$1,117 in 2005.

**Figure 38. Department Revenue by Tier, By License Year:
2001 - 2005**



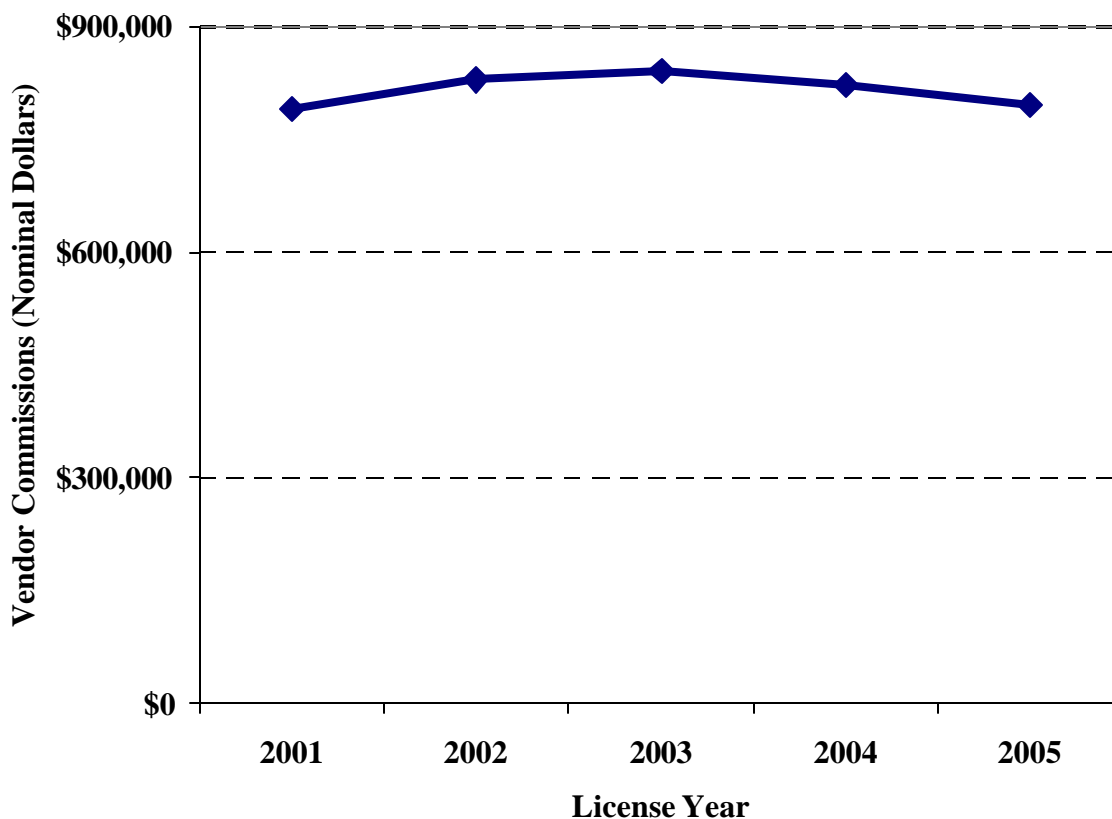
**Figure 39. Average Department Revenue per Vendor, By Tier:
License Year 2001 - 2005**



Vendors' Commissions

Any study of the trends in vendor numbers, transactions, and Department revenue must include an examination of the commission vendors earn for assisting anglers and hunters in their license acquisitions. Commissions range are 50¢ for resident privileges and \$1.00 for non-resident privileges. Total commissions among all vendors (Figure 40) rose from \$791,715 in 2001 to a peak of \$841,919 in 2003. Total commissions declined to \$796,895 in 2005.

Figure 40. Total Vendor Commissions: License Year 2001- 2005



Except for 2005, the average and median annual commission per vendor has remained relatively stable (Figure 41). As the number of vendors has declined, the average and median commissions have risen. Many of the vendors who ceased issuing licenses have been those who earned relatively low commissions.

The gap between the average and median commissions belies the fact that a small number of vendors collect a large portion of the total commissions (Table 13). In each year, half of all commissions (in dollar terms) were earned by less than nine percent of all vendors.

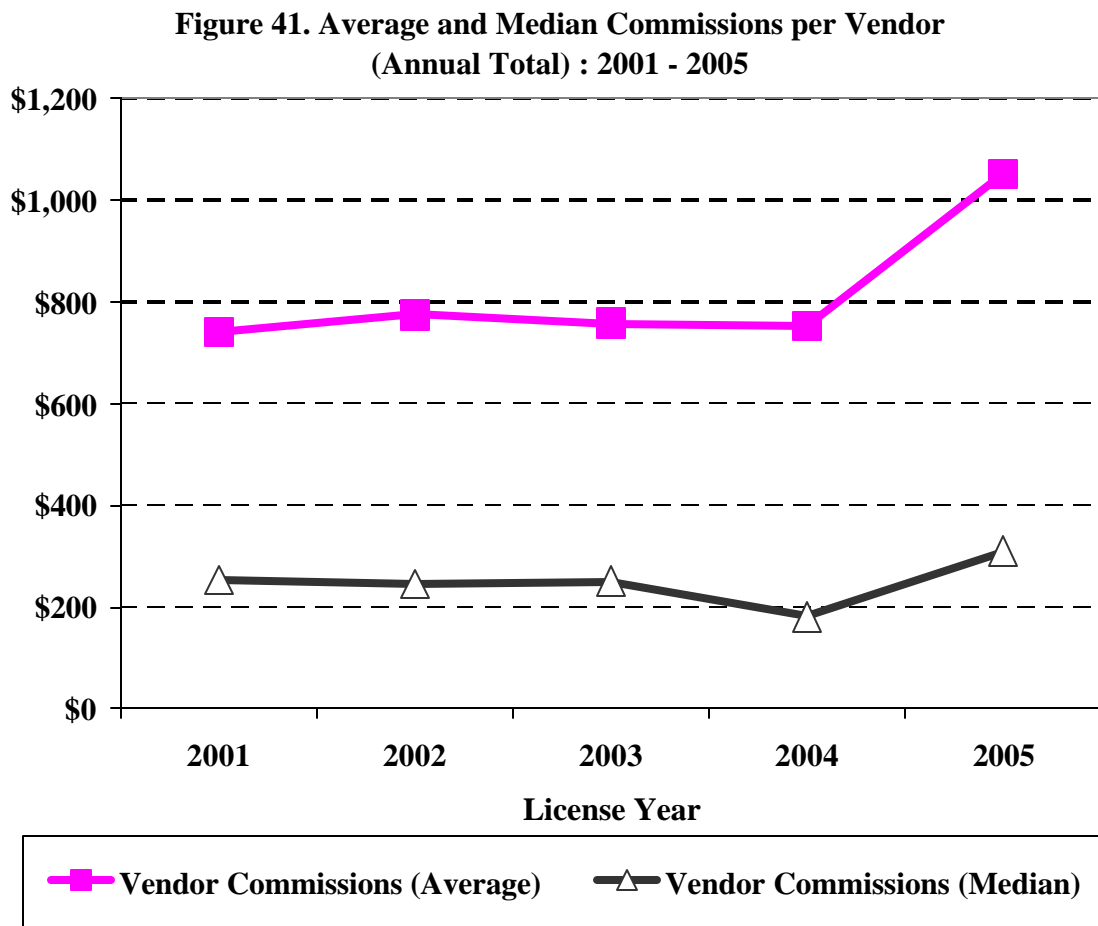


Table 13. Number of the Largest Vendors Who Collectively Earned Fifty Percent of Private Vendor License Commissions

License Year	2001	2002	2003	2004	2005
Number of Vendors	76	76	79	72	68
Percentage of Population	7.11	6.82	7.12	6.59	8.97

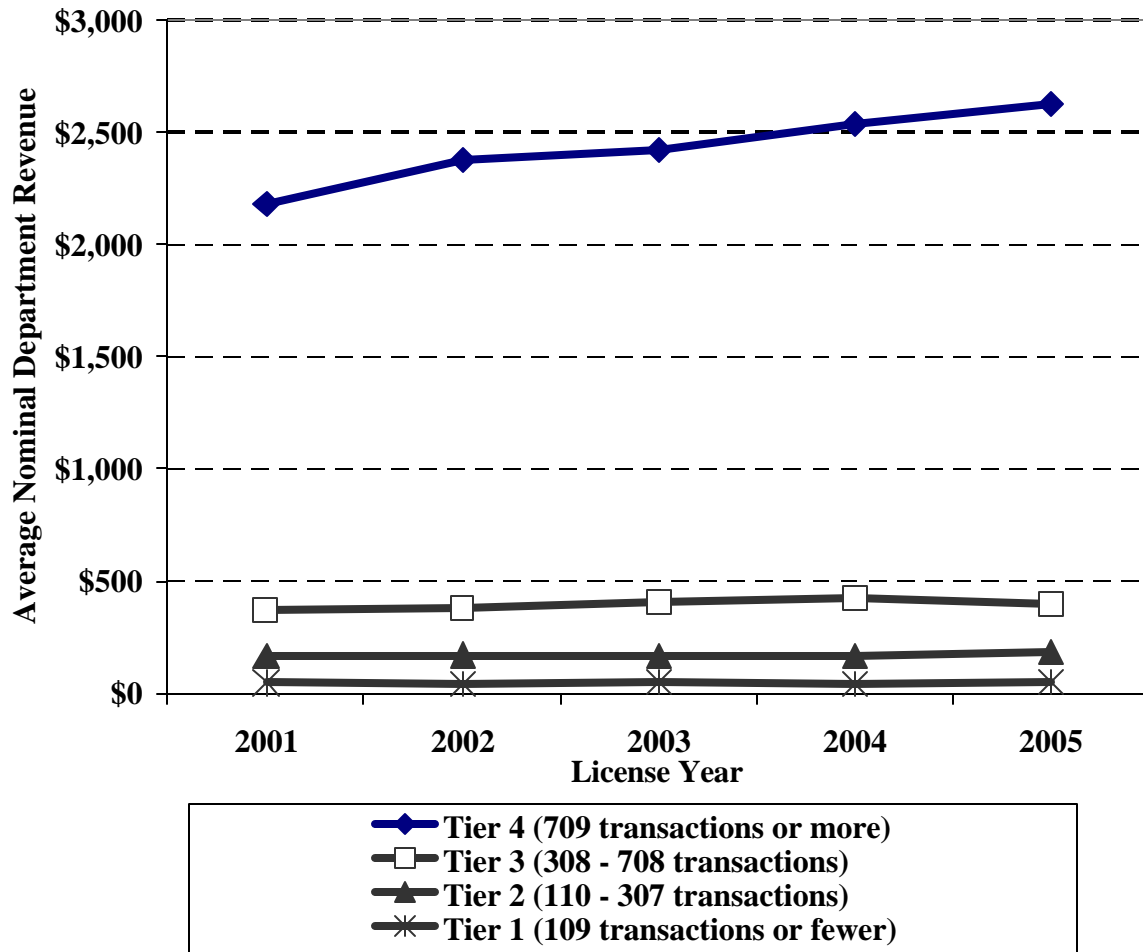
The average annual commission per vendor (Figure 42) for vendors in Tier 4 has risen from \$2,184.10 in 2001 to \$2,624.10 in 2005. The average annual commission per Tier 3 vendor increased from \$373.90 in 2001 to \$424.00 in 2004, but declined to \$400.90 in 2005. From 2001 to 2004, the average Tier 2 vendor's annual commission fluctuated between \$163.20 and \$170.30 then rose to \$184.50 in 2005. The average Tier 1 vendor's annual commission decreased from \$47.80 in 2001 to \$39.80 in 2004 but returned to \$47.90 in 2005.

Translating the annual average commissions for 2005 into monthly units means that Tier 4 vendors earned an average of \$218.68 per month; Tier 3 vendors an average of \$33.41 per month; and Tier 2 vendors an average of \$15.38 per month. For Tier 1 vendors, the \$47.90 average annual commission translates to the monthly equivalent of \$3.99.

Most vendors will weigh the commission earned from issuing license against the cost in terms of time, money, and effort. Those who perceive costs as greater than benefits are more likely to opt out of the system and to cease operations.

Because costs of operating the license vending system will vary from vendor to vendor, there is no sure way to compare costs and benefits. Nevertheless, one can gain insight into this problem by expressing the average vendor commission in terms of labor costs, a major expenditure for most businesses, especially those in the service industry.

**Figure 42. Average Commissions per Vendor (Annual Total), By
Tier: License Year 2001 - 2005**



For example, conservatively using \$5.54² as the hourly cost of labor, the average monthly commission for vendors in Tier 4 (\$218.68) is – at most- the equivalent of 39.48 hours of labor costs. The average monthly commission for Tier 3 (\$33.41) is equal to 6.03 hours of labor cost; the average monthly commission for Tier 2 (\$15.38) is equal to 2.78 hours of labor costs. For the small vendors in Tier 1, the average monthly commission (\$3.99) is the equivalent to 43.2 minutes of labor costs.

² This is the lowest legal hourly wage rate, the federal minimum wage, \$5.15, plus 7.65 percent payroll tax for Social Security and Medicare.

Vendors who spend more in labor costs to issue licenses than they earn in commissions might be rational to cease participation in the license vending system. Thus, vendors in Tier 4, considering only labor cost at minimum wage, lose money on license issuance if they commit forty hours or more per month of labor resources to distributing licenses. Likewise, labor costs – at the legal minimum - outweigh the average commission after six hours per month for Tier 3 vendors; after two hours and forty-five minutes for Tier 2 vendors; and after three-quarters of an hour for Tier 1 vendors. For vendors in all tiers, the average monthly commission covers a shorter period of time when all costs are considered or if the hourly wage is greater than minimum wage.

Installing a faster internet or digital subscriber line (DSL) may shorten the amount of time needed to operate the system. Nevertheless, for many vendors, the average monthly commission may not be sufficient to pay the monthly service fee. (Survey respondents mentioned DSL service fees of \$40, \$50, \$72, and \$80 per month.)

Further, the average monthly commission for vendors in tiers 1, 2, and 3 are only a fraction of the \$375 “security deposit” for the equipment needed to be part of the electronic licensing system. This deposit is a sunk (or fixed) cost which economic theory says should not influence the decision by existing vendors to continue or discontinue distributing licenses. The relatively high security deposit, however, may discourage new vendors from entering the market even though two-thirds of it (\$250) is returned to the vendors over time.

The above evidence provides some explanation for why so many license vendors, especially those who had a relatively small number of transactions, have ceased to issue

licenses. A fast and reliable electronic licensing system may moderate the rate at which the smaller vendors are leaving by reducing the costs to vendors of issuing licenses.

Geographical Distribution of License Providers

As the number of license vendors declines, there are fewer and fewer physical locations at which outdoor recreationists may obtain the licenses legally required to hunt and fish. This may affect the accessibility of license acquisition to people living in different areas of the state.

To gain some insight into the geographical distribution of license providers in Louisiana, the state was divided into five regions, roughly corresponding to the zones apportioned for the postal processing centers described in the analysis of the 2005 vendor survey (Figure 43). Brief descriptions of each region are presented in Table 14.

Figure 43. Designation of Regions

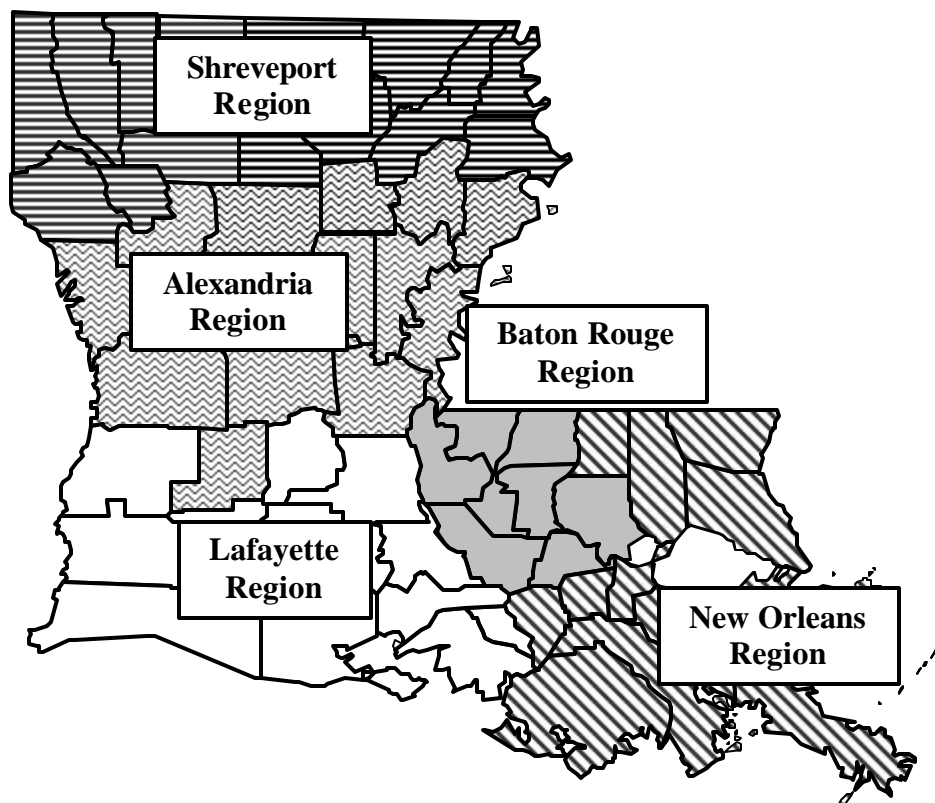


Table 14. Summary Statistics of Designated Regions

Regions	Number of Parishes	Population (2003 Estimate)	Square Miles	Persons per Square Mile
Shreveport	16	775,255	10,434	74.3
Alexandria	14	425,584	11,741	36.2
Lafayette	12	866,535	9,816	88.3
Baton Rouge	8	761,382	3,621	210.3
New Orleans	14	1,717,169	7,948	216.1
Louisiana	64	4,496,334	43,562	103.2

Table 15 show the number of license providers (including both private license vendors and Department facilities) within each parish and region in (license year) 2005. Calcasieu Parish had the most license providers (38), narrowly ahead of Jefferson and Terrebonne Parishes (37 each). Saint James Parish, with only one, had the smallest number of providers.

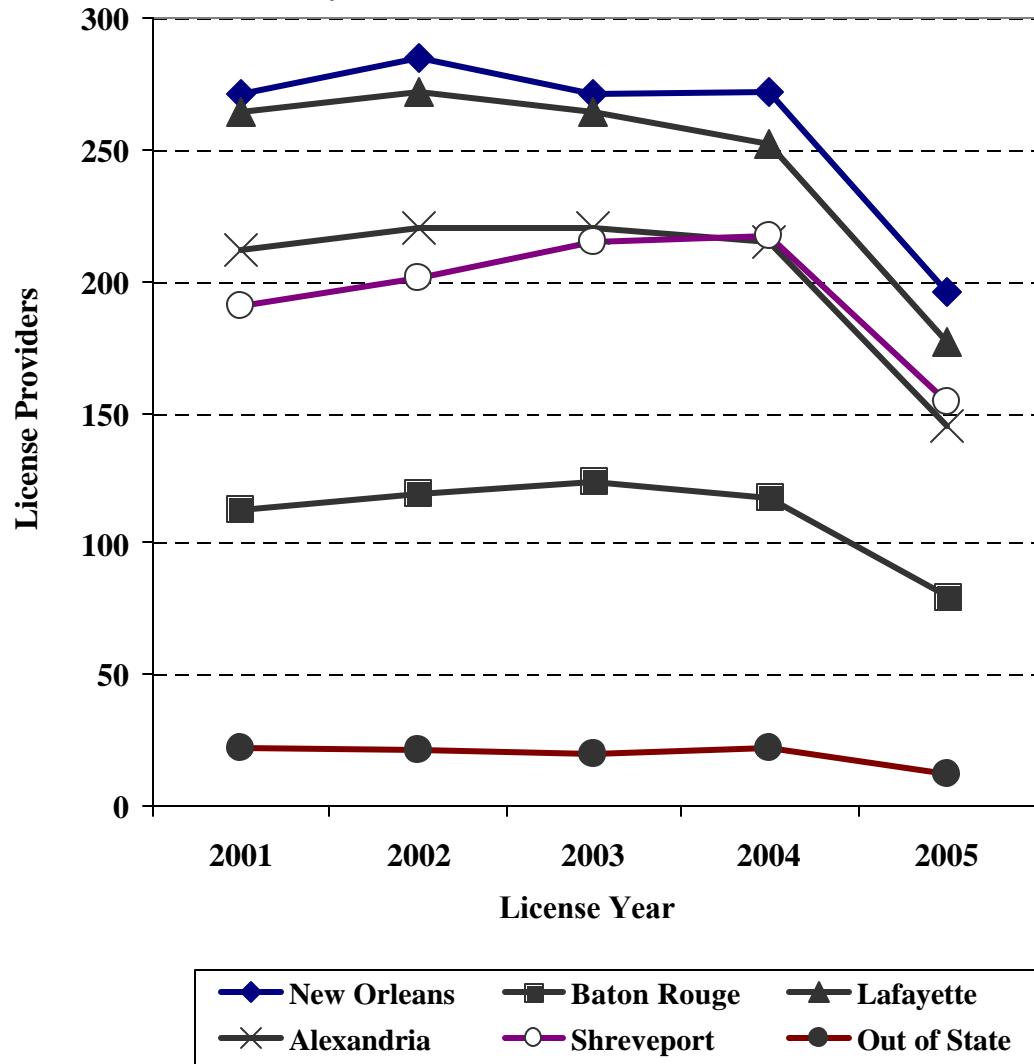
Combining parishes into the appropriate regions, one can see that the New Orleans region had the most providers (196) in 2005. The Baton Rouge region, with 80, had the smallest number of providers.

Over the past five years, the number of providers within each region has demonstrated a consistent pattern: a mildly increasing or stable trend between 2001 and 2003 followed by a steep decline (Figure 44). The largest absolute decline (87) was exhibited in the Lafayette Region. The Baton Rouge region had the largest percentage decrease (35.5 percent) but the smallest absolute change (44) in the number of vendors.

Table 15. Number of License Providers, by Parish and Region, License Year 2005

New Orleans		Baton Rouge		Lafayette		Alexandria		Shreveport	
<u>Parish</u>	<u>No.</u>	<u>Parish</u>	<u>No.</u>	<u>Parish</u>	<u>No.</u>	<u>Parish</u>	<u>No.</u>	<u>Parish</u>	<u>No.</u>
Assumption	9	Ascension	7	Acadia	15	Allen	4	Bienville	6
Jefferson	37	East Baton Rouge	26	Beauregard	6	Avoyelles	17	Bossier	15
Lafourche	28	East Feliciana	5	Calcasieu	38	Caldwell	8	Caddo	24
Orleans	12	Iberville	11	Cameron	19	Catahoula	8	Claiborne	6
Plaquemines	18	Livingston	15	Evangeline	8	Concordia	13	DeSoto	4
Saint Bernard	7	Pointe Coupee	7	Iberia	12	Franklin	7	East Carroll	4
Saint Helena	6	West Baton Rouge	6	Jefferson Davis	7	Grant	8	Jackson	8
Saint James	2	West Feliciana	3	Lafayette	14	LaSalle	8	Lincoln	7
Saint John	1			Saint Landry	14	Natchitoches	10	Madison	6
Saint Tammany	20			Saint Martin	16	Rapides	32	Morehouse	4
Tangipahoa	8			Saint Mary	8	Sabine	9	Ouachita	33
Terrebonne	37			Vermilion	20	Tensas	4	Red River	5
Washington	8					Vernon	13	Richland	6
						Winn	4	Union	11
								Webster	11
								West Carroll	4
Total	196	Total	80	Total	177	Total	145	Total	154

**Figure 44. Number of License Providers, by Region,
by License Year: 2001-2005**



Two measures are used to assess accessibility: the number of providers per parish and the number of square miles per provider. An increase in the number of providers per parish between 2001 and 2003, for Louisiana as a whole (Table 16), suggests that people had more ready access to license providers, just as the statewide decrease in the number of providers per parish between 2003 and 2005 indicates a decrease in accessibility.

Table 16. License Provider Distribution Statistics, by Region: License Years 2001, 2002, 2003

Shreveport Region			
	2001	2003	2005
Providers per Parish	11.94	13.44	9.63
Square Miles per Provider	54.63	48.53	67.75
Alexandria Region			
	2001	2003	2005
Providers per Parish	15.14	15.71	10.36
Square Miles per Provider	55.38	53.37	80.97
Lafayette Region			
	2001	2003	2005
Providers per Parish	22	22	14.75
Square Miles per Provider	37.18	37.18	55.46
Baton Rouge Region			
	2001	2003	2005
Providers per Parish	14.13	15.50	10.00
Square Miles per Provider	32.04	29.20	45.63
New Orleans Region			
	2001	2003	2005
Providers per Parish	19.36	19.36	14.00
Square Miles per Provider	29.33	29.33	40.55
Louisiana			
	2001	2003	2005
Providers per Parish	16.42	17.09	11.75
Square Miles per Provider	41.45	39.82	57.93

An increase in the number of square miles covered per provider, like that observed in Table 16 for Louisiana as a whole between 2003 and 2005, marks a decrease in accessibility. The two measures are inversely related: a decrease in the number of providers per parish is accompanied by an increase in the number of square miles covered per provider.

From 2003 to 2005, all regions experienced a decrease in the number of license providers per parish. The Shreveport region had the lowest number of providers per parish in 2005: 9.63. The Lafayette region, with 14.75 providers per parish, had the highest.

All regions demonstrated an increase in the number of square miles per license provider, marking a decrease in accessibility. By this measure, the New Orleans region, with 40.55 square miles per provider, had the best rating for accessibility in 2005. The Alexandria region, with nearly twice as many square miles per provider (80.55), had the lowest rating for this measure of accessibility.

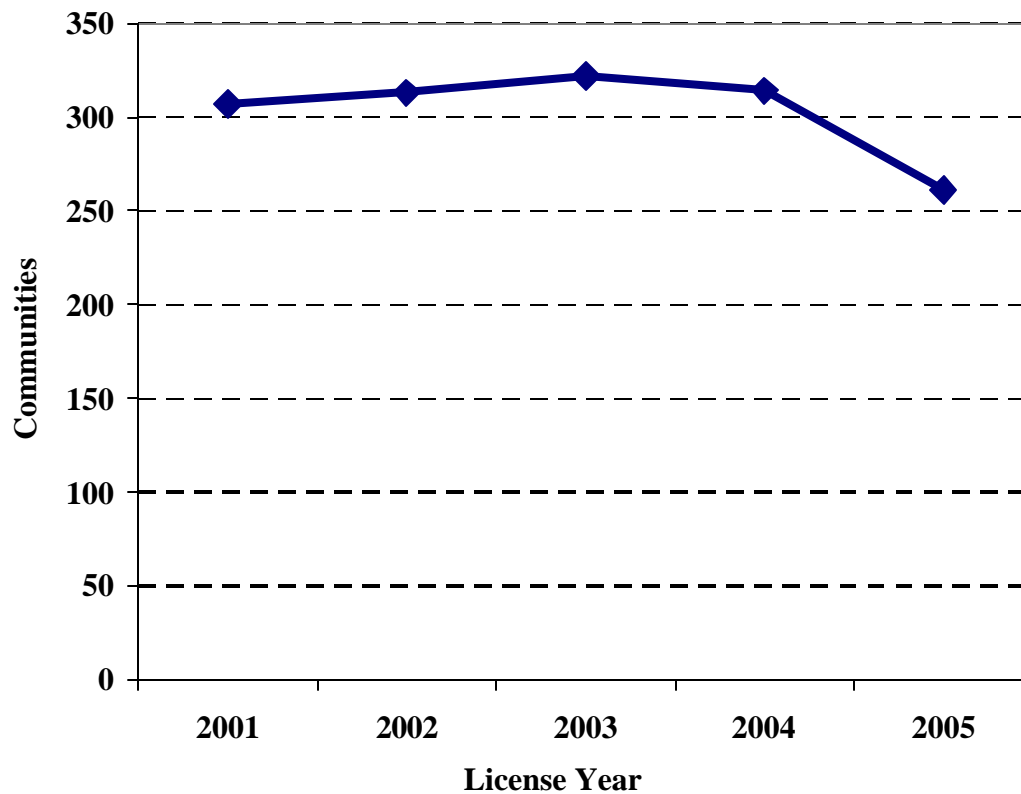
The Number of Louisiana Communities with License Providers

This analysis has shown a recent diminishment in accessibility to license providers at a regional level. Though conducive to illustration and discussion, this geographic scale is much broader than the perspective of the common consumer. Most people conceive of themselves, not as citizens of a particular region, but as residents of a particular town or community. When they consider hunting or fishing, they picture a particular marsh, patch of woods, or body of water, not an eight-parish or fourteen-parish region as outlined in this report.

Trying to depict changes in license vending activity on a town-by-town basis would be cumbersome and overwhelming. This report will, however, show changes in the number of different cities or towns across the state of Louisiana that contain at least one license vendor. One may assume that an increase in the number of different cities or towns with a license provider indicates an improvement in accessibility, just as a decrease indicates a decrease in accessibility.

Figure 45 shows the number of Louisiana communities (any incorporated city, town, or place) that contained at least one license provider who issued at least one license within a particular license year (June through May). The number of communities with one or more license providers rose from 307 communities in 2001 to 322 communities in

Figure 45. Louisiana Communities with at Least One License Provider: 2001-2005



2003. Since 2003, this number has declined to 261 communities in 2005, indicating a decrease in accessibility to license providers.

The change in the number of license providers varies from community to community. Some communities may experience an increase in the number of providers while other communities experience a decrease. Still, other communities may see no change in the number of providers.

Between 2001 and 2003, the number of communities with an increase in the number of providers (96) surpassed the number with a decrease (55) (Table 17). The majority of communities (176) posted no change.

Table 17. Number of Communities Experiencing Increases, Decreases, or No Change in Number of License Providers: 2001 - 2003 and 2003 – 2005

Communities that Experienced ...	2001- 2003		2003-2005	
	Number	Average Change	Number	Average Change
An increase in the number of license providers	96	1.30	25	1.12
A decrease in the number of license providers	55	-1.49	209	-1.78
No change in the number of license providers	176	----	91	---

This trend has since been reversed. Between 2003 and 2005, the number of communities experiencing a decrease in the number of providers (209) outnumbered those experiencing an increase (25) by a ratio in excess of eight-to-one. The average loss among those communities experiencing a decrease (-1.78) was larger than the average gain among those experiencing an increase (1.12). Ninety-one communities saw no change in the number of providers.

For almost one-third (64) of the 209 communities that experienced a loss in the number of providers between 2003 and 2005, the loss was a “total loss,” that is, the number of providers fell to zero. Thus, almost one-fifth of the 322 communities that contained a license provider in 2003 had no license providers two years later.

In three other communities, the number of providers rose from zero to one, so the net increase in the number of towns with no providers was 61.

Further, in those communities that do have license providers, there are, on average, fewer license providers now than there were a few years ago (Table 18). The average number of providers per community dropped from 3.41 in 2003 to 2.89 providers

Table 18. Average and Median Number of Active License Providers per Louisiana Community with at Least One Provider, by Year

	2001	2002	2003	2004	2005
Average	3.43	3.52	3.41	3.43	2.89
Median	2.0	2.0	2.0	2.0	2.0

per community in 2005. The median number of providers was two per community for every year from 2001 to 2005.

Communities with only one or two license providers may be considered vulnerable to a “total” loss, i.e., a decrease to zero, because the continuing availability of hunting and fishing licenses is dependent upon the participation of one or two businesses. Recent history has shown that a “total” loss of license providers has been rather prevalent in those communities that held only one or two providers. Of the 117 communities that had only one provider in 2003, fifty-five (47.0 percent) had no vendors at all in 2005. Of the 62 communities that had two providers in 2003, six (9.7 percent) contained no providers in 2005. Another 33 of the 62 (53.2 percent) contained only one.

In 2005, the majority (161) of the 261 communities that had at least one license provider had only one or two license providers and consequently may be considered vulnerable to a “total” loss in the future. If current trends should continue, another 50 to 55 communities that currently have license providers may have none in 2007.

Conclusion

It may be inappropriate to attribute the decline in licensing transactions and Department revenue solely to the problems that some vendors have encountered with the electronic licensing system. The trends in license activities are influenced by a variety of additional factors, including, among others, demographic changes, the increasing market

share of large retail outlets, and shifts in tastes, preferences, and consumer purchasing patterns.

The increase in the issuance of lifetime hunting and fishing licenses earns special consideration because the holders of these licenses are spared the necessity of acquiring licenses every year (with a few exceptions). From the initial offering of lifetime licenses in license year 1992 to the beginning of license year 2001, the Department had issued a cumulative total of 24,388 lifetime licenses (12,874 lifetime hunting licenses and 11,514 lifetime fishing licenses). By the end of license year, 2004, the cumulative total of lifetime licenses more than doubled to 54,198 (29,174 lifetime hunting licenses and 25,054 lifetime fishing licenses.) The cumulative total by the end of license year 2005 had risen to 68,926 (36,862 lifetime hunting and 32,064 lifetime fishing licenses), an increase of nearly 15,000. These increases in the number of lifetime licenses may partially explain recent decreases in the number of license privileges issued by the Department: a decline of 10,553 license privileges between 2001 and 2003 and a decline of 11,396 license privileges between 2003 and 2005.

Halting or reversing the decline in the license vendor population will maintain or improve the accessibility to licenses for the hundreds of thousands of hunters and anglers who rely upon private vendors for their licenses, and simultaneously enhance the Department's reputation for quality customer service. Improving the electronic licensing system may be one key element in this endeavor.

Appendix 1.
License Vendor Survey Questionnaire
May, 2005

**Louisiana Department of Wildlife & Fisheries
License Vendor Survey
May, 2005**

What is your OVERALL opinion of the present electronic license system?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ No opinion

What do you like THE MOST about the present electronic license system?

What do you like THE LEAST about the present electronic license system?

Please check if you are currently experiencing any of the following circumstances
(as of now, NOT only in the past):

- ☐ I have not been trained to use this system.
- ☐ It takes me too long to sell a license.
- ☐ I am having trouble with my computer.
- ☐ I am having trouble with my printer.
- ☐ The system disconnects during license sales.
- ☐ I have to try multiple times to connect to the system.
- ☐ I am experiencing increased telephone bills because of this system.
- ☐ I am having problems getting my ACH or daily sales reports.
- ☐ The computer takes up too much space.

(Over)

Please rate the ability of the 1-800-844-9230 Call-in support for the following

	Excellent	Good	Fair	Poor	Very Poor
Delivering understandable solutions	E	G	F	P	VP
Delivering accurate solutions	E	G	F	P	VP
Delivering timely solutions	E	G	F	P	VP
Overall quality	E	G	F	P	VP

Please rate the performance of the Louisiana Department of Wildlife and Fisheries call-in support at (225) 765-2887:

- ☐ very good
- ☐ good
- ☐ neither good nor bad
- ☐ bad
- ☐ very bad

What changes would you make to the present electronic license system?

Appendix 2.
License Vendor Survey Questionnaire
January, 2004

**Department of Wildlife & Fisheries
License Vendor Survey
January, 2004**

What is your OVERALL opinion of the present electronic license system?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ No opinion

What do you like THE MOST about the present electronic license system?

What do you like THE LEAST about the present electronic license system?

Please check if you are currently experiencing any of the following circumstances (as of now, NOT only in the past):

- ☐ I am not able to sell licenses.
- ☐ I have not been trained to use this system.
- ☐ It takes me too long to sell a license.
- ☐ I am having trouble with my computer.
- ☐ I am having trouble with my printer.
- ☐ The system disconnects during license sales.
- ☐ I have to try multiple times to connect to the system.
- ☐ Amounts taken from my bank account are not correct.
- ☐ I am experiencing increased telephone bills because of this system.
- ☐ I have not been reimbursed for costs of internet connection appearing on my telephone bill(s).
- ☐ The computer takes up too much space.

Please rate the performance of the 1-800-844-9230 Call-in support:

- ☐ very good
- ☐ good
- ☐ neither good nor bad
- ☐ bad
- ☐ very bad